THE MORE SUCCESSFUL the business, the greater the competition. This is age-old economic law. It applies to stations. But never has it been as easy for leaders to crack as it is today. The kind of selling and programming strategy which has kept WOR’s popularity at the top of the tube year after year is not necessarily the kind that will keep it there forever. WOR is keenly aware of this.

Always a leader in news and news analysis, WOR is now devoting more time, care and man-hours to this vital commodity in this election year. WOR’s duty, too, is variety. Comedy and the light touch are getting no less attention. Nor is the pleasant gabble about shops, sports and life as it is lived. Here, too, one will hear the voice of a gay satirist, music—from Stravinsky to Shaw—and... oh, a thousand things.

We believe that this awareness of change and quick adaptability has been a vital part of WOR’s leadership for more than 25 years. We know that it has created miracles for advertisers and their agents. We have proven that 34,057,161 people in 420 counties in 18 states revel in it. Well, gentlemen, just don’t sit there staring; this powerful thing called WOR can work wonders for you, at an absurdly low cost. Our address is WOR, at 1440 Broadway, in New York.
NOEL E. FLANDERS
Druggist
Moweaqua, Ill., says . . .

"If you don't carry radio-advertised brands, you might as well close up shop."

The Flanders Rexall Drug Store has been in the same location for 50 years, though Noel E. Flanders bought it only eight years ago, after 15 years as a pharmacist in nearby Taylorville. He knows the power of radio advertising . . . has known a regular customer to walk out when he could not supply the WLS-advertised brand.

Mr. Flanders' experience is typical of that of most small town merchants in Midwest America. They know that listeners have come to depend on WLS—on what we tell them to do, on what we tell them to buy.

Moweaqua, too, is typical of Midwest America. It is a major trading center for Shelby county, Illinois. And in this county, WLS is the Number One Station—BMB 88% night, 84% day. Last year, its 6,430 radio homes sent us 4,024 letters—63% response!

Shelby County and Moweaqua (population 1,366) are about 200 miles from Chicago and WLS. Still, Shelby County is important as a market—and only a small part of the total WLS market area. This one county, for example, has a 20 million dollar buying income; 12½ million dollars in retail sales—3 million in food alone.

Your John Blair man can give you the full picture of the WLS market—21½ million families in 567 counties (daytime BMB). But this one county, represented by this one merchant, can give you a better idea of how close WLS lives with its audience. For a complete story, ask your John Blair man.
58,163 Hooper Telephone Calls Prove Dominance of Intermountain Network

This is the only complete coincidental survey ever made showing size of radio audience in the Intermountain West. This is Hooper’s winter, 1947 survey of 14 Intermountain Network cities—a survey comprised of 58,163 coincidental telephone calls.

This survey gives you facts on audience size at the time your announcement or program is on the air. No longer is it necessary to buy on a basis of what stations can be heard or how many listen once or more times each week. Instead, here is a survey, not of a few hundred postcards, but of 58,163 calls, proving that Intermountain has strong audience all the time.

Here are ratings for the first quarter hour in every hour. Complete reports available at any Avery-Knodel office.

HOOPER RATINGS

WINTER, 1947

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets</th>
<th>INTERMOUNTAIN*</th>
<th>A</th>
<th>By</th>
<th>Ct</th>
<th>All Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m.</td>
<td>19.5</td>
<td>9.2</td>
<td>3.3</td>
<td>3.0</td>
<td>3.5</td>
<td>0.5</td>
</tr>
<tr>
<td>9 a.m.</td>
<td>23.2</td>
<td>7.1</td>
<td>6.1</td>
<td>1.7</td>
<td>8.0</td>
<td>0.3</td>
</tr>
<tr>
<td>10 a.m.</td>
<td>23.7</td>
<td>8.1</td>
<td>2.7</td>
<td>7.7</td>
<td>4.2</td>
<td>1.0</td>
</tr>
<tr>
<td>11 a.m.</td>
<td>22.0</td>
<td>8.8</td>
<td>1.9</td>
<td>5.6</td>
<td>4.5</td>
<td>1.2</td>
</tr>
<tr>
<td>12 noon</td>
<td>27.2</td>
<td>12.7</td>
<td>1.6</td>
<td>4.5</td>
<td>7.5</td>
<td>0.9</td>
</tr>
<tr>
<td>1 p.m.</td>
<td>27.0</td>
<td>11.0</td>
<td>2.1</td>
<td>1.8</td>
<td>9.5</td>
<td>2.6</td>
</tr>
<tr>
<td>2 p.m.</td>
<td>22.6</td>
<td>6.1</td>
<td>2.9</td>
<td>3.4</td>
<td>8.7</td>
<td>1.5</td>
</tr>
<tr>
<td>3 p.m.</td>
<td>22.9</td>
<td>7.9</td>
<td>3.0</td>
<td>2.3</td>
<td>9.1</td>
<td>0.6</td>
</tr>
<tr>
<td>4 p.m.</td>
<td>17.2</td>
<td>7.8</td>
<td>2.9</td>
<td>1.1</td>
<td>4.3</td>
<td>1.1</td>
</tr>
<tr>
<td>5 p.m.</td>
<td>22.9</td>
<td>9.9</td>
<td>3.3</td>
<td>2.7</td>
<td>5.8</td>
<td>1.2</td>
</tr>
<tr>
<td>6 p.m.</td>
<td>35.3</td>
<td>10.4</td>
<td>4.5</td>
<td>8.3</td>
<td>11.6</td>
<td>0.5</td>
</tr>
<tr>
<td>7 p.m.</td>
<td>39.5</td>
<td>10.5</td>
<td>4.7</td>
<td>9.1</td>
<td>14.4</td>
<td>0.8</td>
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<td>8 p.m.</td>
<td>43.5</td>
<td>9.5</td>
<td>4.7</td>
<td>11.0</td>
<td>17.4</td>
<td>0.9</td>
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<tr>
<td>9 p.m.</td>
<td>35.4</td>
<td>7.5</td>
<td>4.2</td>
<td>7.9</td>
<td>14.6</td>
<td>1.2</td>
</tr>
</tbody>
</table>

* Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

x Comprised of 15 A network stations. y Comprised of 10 B network stations. z Comprised of 15 C network stations.

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta
IF SEN. ARTHUR H. VANDENBERG of Michigan garners GOP nomination, as many insiders predict, one of his chief lieutenants may well be John E. Fetzer, owner of WKZO Kalamazoo and WJEF Grand Rapids, lifelong friend and confidant. And if it's "President Vandenberg," you might find "Presidential Secretary Fetzer" on job.

PROCTOR & GAMBLE, following several weeks discussion with Hollywood film maker, conducting intensive off-record briefing of key advertising and sales executives preparatory to early start in video.

GOP has its radio ear attuned to President Truman's utterances on his westward tour. If anything regarded as partisan or political is detected equal time will be sought over facilities used.

SYNDICATED column by David Lawrence (June 3 newspapers) citing Truman desires to keep trip "non-political" to avoid equal time quests of other parties put Republicans on qui vive. And observers wouldn't be surprised if Wallace third party might not put it in its radio ear too.

SOCONY-VACUUM OIL Co., New York, seeking television program for fall start through Compton Adv.

ABC dickering for 30,000 square feet of Chicago's municipal pier for television studios. Move opposed by Chicago Convention Bureau which feels entire pier needed for conclaves. Both ABC and NBC plan permanent transmitter set-up at Civic Opera building but executives of former network have quoted as calling rentals there "unreasonable."

IMPORTANCE of Inter-American Congress may induce NAB to send delegation instead of one man mission to Buenos Aires meeting June 30-July 9. Board authorized funds for lone envoy—Gilmore Nunn, head of Nunn stations. With many meetings going on at same time, it's felt one man can't possibly do adequate job. Understood Argentinians offered to pay all costs of full U.S. delegation (see story page 30).

TV's compeition has stimulated station sales conversations, particularly in major markets where TV demand exceeds available channel supply. But retarding factor is seen in new activity in 500 me TV band with numerous important broadcasters who were anxious to sell just weeks ago now taking a "wait and see" stance.

IT'S EVEN MONEY that FCC will decide both Port Huron case, decreeing that stations must broadcast political scripts without advance scrutiny, and editorializing issue before (Continued on page 90)

Upcoming

June 7-11: American Federation of Musicians convention, Ashby Park, N. J.
June 13-16: Advertising Federation of America convention, Netherland Plaza, Cincinnati.
June 13-17: Advertising Assn. of the West convention, Sacramento, Calif.
June 14: FCC TV channel allocation hearing, Washington.

(On Upcoming pages 62)

Bulletins

CORRESPONDENTS of Newsweek magazine and New York Herald Tribune will report Republican National Convention in Philadelphia over Du Mont television network as well as in print. Plan worked out by Leslie Arries, director of sports and special events for Du Mont; Hugh Beach, public relations director of Newsweek and George Allen, promotion manager of Herald Tribune (see story page 25).


BIRMINGHAM STATIONS ENDORSE NAB STANDARDS
NAB code unanimously endorsed Friday afternoon by 11 stations of Jefferson County, Alabama (Birmingham and Bessemer) after paragraph-by-paragraph discussion of provisions. Meeting called by Henry P. Johnston, WSGN Birmingham, president of Alabama Broadcasters Assn. and NAB district director (early story page 30).

Test of resolution adopted follows:

Radio broadcasting has come of age. With this maturity the industry must maintain the respect due an established profession. Law, doctors, dentists and other established professionals inspire confidence in their professions by code of ethics and practice. As professionals, broadcasters can do no less in view of the trust which is in their hands. With this in mind be it resolved that the Jefferson County, Alabama, radio stations accept and endorse the Standards of Practice promulgated by the Board of Directors of NAB at Los Angeles last May.

Attending the meeting were:

Business Briefly

NOXEMA TO RETURN - Noxema Chemical Co., Baltimore, which dropped Mayor of the Town at end of contract, also will cancel 8-8:30 p.m. Wednesday night time on ABC. Firm will devote budget to specific markets for rest of year returning to network radio after Jan. 1. Agency, Sullivan, Stauffer, Colwell & Baxley.


BENRUS SIGNALS - Benrus Watch Co., has signed year contract with WJZ-TV for full schedule of daily time signals between 5 p.m. and 10:30 p.m., starting in August when station takes air. Agency, J. D. Tarcher & Co., New York.


LACO SPOTS - Laco Products, Baltimore (shampoo, olive oil, soap), which has ap- pointed Kastor, Farrell, Cherley & Clifford, New York, will use announcements in regional campaign to begin in July.


SPOT TEST STARTED BY PLAYTEX GIRDLIES
INTERNATIONAL LAYTEX Corp., New York (Playtex girdles) through its newly appointed advertising agency, Foote, Cone & Belding, New York, starting spot announce- ment campaign June 7 on 35 stations for 13 weeks. Spot campaign is test in radio and if successful advertising may sponsor network show in fall.

Company basing big promotion campaign on premise over 40,000,000 women wearing swim suits and slacks this summer are prospective customers for its girdles, sold in cylinder container and conspicuous in point-of-sale dis- plays. It has indicated radio campaign later may cover 150 stations with 2,000 spots a week.

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

Represented by
ROBERT MEEKER ASSOCIATES
New York • San Francisco • Chicago • Los Angeles
Our timber cuts a billion dollar figure...

Over 3 billion board feet of soft wood and 1 billion board feet of hard wood stand in the WSPA-Piedmont. A total of 4,750,000,000 board feet of timber—and every foot destined for an infinite variety of uses, from telephone poles to wooden whistles.

But the wealth of the Piedmont is carved out of more than its forests. Farm produce alone brings our farmers a gross income of 226 million dollars a year. Together with our industries...wood processing, plastics, textiles...timber helps balance the WSPA—Piedmont's billion-dollar economy.

It's natural then, that when the Piedmont people go to market they have $1,054,811,000 to spend

And for the past nineteen years, they've gone to market over WSPA, South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.

Represented by John Blair and Company Roger W. Shaffer, Man. Dir.
Guy Vaughan, Jr., St. Mgr.
CBS Station for the Spartanburg-Greenville Market
23 Yankee Home-town stations molded to fit New England markets

WFAU—Augusta, Me.  WONS—Hartford, Ct.  WMTW—Portland, Me.
WJOR—Bangor, Me.  WHYN—Holyoke, Mass.  WHEB—Portsmouth-Dover, N.H.
WICC—Bridgeport, Ct.  WLNH—Laconia, N.H.  WEAH—Providence, R.I.
WKXL—Concord, N.H.  WCOU—Lewiston-Auburn, Me.  WSYB—Rutland, Vt.

From Bridgeport to Bangor, The Yankee Network is molded to the sales pattern of New England. It has been built up over the years, adding one home-town station and then another, providing the most complete coverage market by market.

Each home-town station is a vital influence in its area — has acceptance as a local station used by local merchants, plus acceptance as the Mutual and Yankee station in its area.

You can buy Yankee stations to fit your distribution — buy them individually, or as a selected network group, or the whole 23-station network. It's the sure way to get local impact that commands consumer attention and dealer co-operation exactly where you want it.

"This is The Yankee Network"

Member Mutual Broadcasting System
IN KNOXVILLE...

THEY'RE JUST WILD ABOUT HARRY*

Harry Moreland MIC's WROL's Sunny Side Up program every morning from 7:30 to 8:55. According to April 1948 figures,** Harry has 47.1% of the audience during this period. Add to programming like this WROL's 5000 Watts at 620 KC and you have the reason why WROL will sell your products in the Knoxville market.

** According to a survey sponsored by the radio stations of Knoxville.

* Roland E. Jacobson, with Buchanan & Co, Beverly Hills, Calif, for past four years, manager of Southern California territory for past year and a half, named vice president in charge of Southern California offices. Agency on June 10 opens new West Coast headquarters at Dalton Bldg., 1521 Wilshire Blvd. Moves Beverly Hills office to new building, retaining old Los Angeles one as service office.

John S. Grier, who has been with Young & Rubicam, New York, since 1944, named manager of agency's merchandising department.


Jules C. Gerding, former account executive with Stockton, West, Burkhart Inc., Cincinnati, joins Ralph H. Jones Adv., same city, in similar capacity.


Harry Bennett, in Los Angeles advertising for 20 years, June 1 opened Harry Bennett Adv. at 412 W. Sixth St., Los Angeles. Also in new firm are: William W. Harvey and Albert E. Coffey Jr., account executives; Joseph Donohue, radio consultant; Lucille Johnson, media relations; S. Woods, traffic and production, and Ruth Maier, secretary.

Roderick A. Mays, of recently dissolved Mays & Bennett Adv. partnership, establishes separate offices as Mays Adv., at 412 W. 6th St., Los Angeles. Harry Bennett, former co-partner, opens offices under his own name at same address (see above).

Ruthrauff & Ryan's Toronto office June 1 moved to new quarters at 2 Toronto St.


American Assn. of Advertising Agencies has elected Wank & Wank, San Francisco, to membership.

Melvin J. Rupp, formerly with W. W. MacGruder, Denver, opens advertising and public relations offices in Kittredge Bldg., same city.

Walter Bunker, Hollywood radio manager of Young & Rubicam Inc., will arrive in New York about June 14 for three weeks conferences on television. Tony Sanford and Sam Fuller, Y&R Hollywood producers, also arrive in New York during June for two weeks orientation in visual medium.

Bob Hadley, formerly of advertising staff of Hollywood Reporter, Hollywood, joins Tullis Co., same city, as account executive.

Lawrence Black, former editor of Western Flying, joins Anderson Adv., Los Angeles, as account executive.

Olive P. Gately, vice president, Fuller & Smith & Ross, Cleveland, awarded second prize in Erna Froetz Awards, offered by Women's Ad Club of St. Louis.

Milton Samuel, Young & Rubicam Pacific Coast public relations and publicity director, is in New York attending agency headquarters annual session.


Haswell Smith resigns as research and personnel director of Western Adv. Inc., Los Angeles. No definite plans announced.

Ruby Irwin, radio commercial writer, Young & Rubicam, Hollywood, and Bernie Smith, writer on ABC Groucho Marx You Bet Your Life show, to be married in July.

* Agencies

John Blair & Company
National Rep.

620
KILOCYCLES
5,000
WATTS
East Tennessee's Greatest Coverage

WROL-FM 76,000 WATTS, 97.3 MG, CHANNEL 1247
East Tennessee's Most Powerful Station
WE ARE ALL FAMILIAR WITH THIS SCENE. IT HAPPENS EVERY DAY IN BALL PARKS ALL OVER THE COUNTRY. IT TYPIFIES AMERICA WITH ALL ITS INHERENT RIGHTS AND PRIVILEGES. FREE SPEECH WAS BORN IN AMERICA, MISTER, AND WE ARE DOING EVERYTHING IN OUR POWER TO SEE THAT IT CONTINUES TO LEAD A HEALTHY AND UNFETTERED LIFE.

50,000 WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.
Spot Radio drives your story home to the right people in the right places.

Spot can hit them at the right time and the right number of times for maximum impact.

Drive your story home with Spot—drive it straight and true.

Any advertiser can—and most advertisers should—use Spot Radio
Story Brings Mail  
EDITOR, BROADCASTING:  
If anyone has any doubts about BROADCASTING's circulation and reader interest, let them talk with us. Since announcement of the establishment of our [TV] firm in the April 26 issue, we have received a tremendous amount of mail which offers congratulations, wants information, and is interested in our shows. So far we've had letters from California, Texas, New York, Washington, Colorado, Illinois and Pennsylvania.

We like your makeup, news coverage and, particularly, your television section. Your Telestatus reports are valuable throughout the industry.

Milt Hopwood  
Production Director  
Hopwood, Laufman, Fomund & Cross  
Chicago

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

Radio Self-Promotion  
EDITOR, BROADCASTING:  
It is strange that whenever the broadcasting industry desires to do a self-promotion job it always resorts to mediums other than broadcasting. Now comes the all-industry presentation plan to promote radio advertising to all advertisers everywhere. How? By radio? No! A thousand times, no! We in broadcasting use a competing medium—movies and direct mail! Why? Is our medium so weak and ineffective that we must advertise ourselves by competing mediums, completely ignoring the impelling force of our own medium, of which we boast so vociferously? ... Why can't radio use radio to tell the world what a great medium radio really is? ... Would the FCC object? Are we supposed to kid ourselves that radio advertising is something to be abhorred and never to be mentioned except in print? What pays the salaries of broadcasting personnel? Filthy, unmentionable advertising! ... I suggest that, if radio is to amply proclaim itself as the world's leading advertising medium, then it must use radio to do so. An hour or half-hour each week on every network for 52 weeks a year with stars who profit immensely through radio donating their time and talent for the good of their sponsors and the radio industry as a whole. What a dream! Truly, radio has been—and is—strangely silent.

James C. Cole  
Manager  
KRON Crookston, Minn.

It's 630 in Savannah  
EDITOR, BROADCASTING:  
Someone must have beat his brains out thinking up the clever head—"It Will Soon Be 630 in San Antonio." I suppose that this goes to prove that the advertising which we have been running in BROADCASTING during the past year has been read in Texas, as well as Chicago, New York and other points east.

The WSAV 630 clock has an even wider grin than usual.

"It's Still 630 in Savannah!"  
Harben Daniel  
President, General Manager  
WSAV Savannah, Ga.

Grants Produce Changes  
EDITOR, BROADCASTING:  
As a result of the Commission's policy of granting countless numbers of new stations, including many daytime-only stations, commercial radio in the local field has undergone a great change, at least with our station.

We well remember the time the local advertisers gave little thought to buying anything other than spot announcements, news, sports and record shows. Heretofore, listeners to his program had little choice. They either heard his program or turned the radio off. Now-a-days they just twist the dial and tune in some other nearby station.

I think retailers, in fact all local advertisers, are beginning to realize now for the first time that listeners will shop around and their program must be outstanding if they would get and hold the audience. Our sales department has learned that it's easier to keep the local advertiser happy once he buys an exceptional program. It would be interesting to know if other stations have found this to be true in their markets ...

Allen Wannamaker  
General Manager  
WGTM Wilson, N. C.

Advice to Schools  
EDITOR, BROADCASTING:  
We're all aware [of] the problem of an overflow of radio schools striving to teach would-be announcers. Many persons realize that some of this training is good and some is bad. There is one thing, however, that should be stressed in any school. That is the preparation of a letter of application. A short course in the proper methods of applying for jobs would be worthwhile service of these schools.

Frank E. Shaffer  
Assistant Manager  
WRNA Charleston, W. Va.

We're BIG  
because talent—old or young, rich or poor, black or white—is given full opportunity through the facilities of WBIG—the prestige station of the Carolinas.

greensboro, n. c.  
5000 w. day & nite  
columbia affiliate  
edney ridge, director  
represented by hollingbery
How to Order
Your catalog will be sent to you promptly. Order today from Dept. 19FA, enclosing payment of $1.00. Or no charge if ordered on your Broadcasting Station letterhead.

Complete, up-to-the-minute reference...

"For Everything in Broadcast Equipment"

Complete Technical Data Provided
Here, we believe, is one of the most complete references ever published for Broadcast Equipment. It contains over 250 large pages of descriptive material, photographs, application data and performance specifications...covering the full scope of RCA Broadcast Equipment.

Easy-to-Locate Data
Seven major equipment sections (Broadcast Audio, AM, FM, Test and Measuring, plus 3 sections on television) make up the main catalog text. Indexed page corners and section dividers make information easy to locate.

A Single Broadcast Reference
A Broadcaster's "Equipment Guide" so to speak—this important new catalog provides station-men with a single reference source for "everything in Broadcast Equipment...AM, FM, and Television."

Aids in Equipment Planning
In this catalog, you will find a wide selection of equipment (from microphones to antennas) to meet your individual Broadcast needs. Whether you are making plans for new station equipment or replacing old, you will find this catalog an invaluable aid.

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

In Canada: RCA VICTOR Company Limited, Montreal
## Telestatus Report

### CHANNEL AVAILABILITIES

<table>
<thead>
<tr>
<th>Community</th>
<th>Proposed Allocation Applicant</th>
<th>Chnl. No. Pend.</th>
</tr>
</thead>
<tbody>
<tr>
<td>El Centro</td>
<td>2, 6, 7, None</td>
<td></td>
</tr>
<tr>
<td>Tijuana</td>
<td>2, 6, 7, None</td>
<td></td>
</tr>
<tr>
<td>Fresno</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>2, 6, 7, 8, 9, 11, 13</td>
<td></td>
</tr>
<tr>
<td>Redding</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Sacramento</td>
<td>2, 6, 7, 9, None</td>
<td></td>
</tr>
<tr>
<td>San Diego</td>
<td>2, 6, 9, None</td>
<td></td>
</tr>
<tr>
<td>Portland-Oakland</td>
<td>2, 6, 7, 9, 11</td>
<td></td>
</tr>
<tr>
<td>San Luis Obispo</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Stockton</td>
<td>8, 12, None</td>
<td></td>
</tr>
<tr>
<td>Visalia</td>
<td>10, None</td>
<td></td>
</tr>
</tbody>
</table>

**Applications are for Channels 8 and 10.**

- Application is Don Levt's, who has already been given hearing.
- KPRO's Riverside grant for Channel 11 was not applied for. KPRO is seeking Channel 3, which has already been assigned to KQED, Los Angeles.

- Image Radio of Hawaiian, applicant for high-powered station on Channel 13 at San Francisco proposes use of Channel 12 at Stockton.

### COLORADO

<table>
<thead>
<tr>
<th>Community</th>
<th>Proposed Allocation Applicant</th>
<th>Chnl. No. Pend.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alamosa</td>
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<tr>
<td>Colorado Springs</td>
<td>11, 13, None</td>
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<tr>
<td>Denver</td>
<td>2, 4, 6, 7, 9</td>
<td></td>
</tr>
<tr>
<td>Durango</td>
<td>3, 6, 11, None</td>
<td></td>
</tr>
<tr>
<td>Grand Junction</td>
<td>2, 4, 5, 6, 7, 10, 12</td>
<td></td>
</tr>
<tr>
<td>Greeley</td>
<td>12, None</td>
<td></td>
</tr>
<tr>
<td>La Junta</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Pueblo</td>
<td>3, 6, None</td>
<td></td>
</tr>
<tr>
<td>Trinidad</td>
<td>2, 4, 5, None</td>
<td></td>
</tr>
</tbody>
</table>

### CONNECTICUT

- Yankee Network seeks Channel 10, now at Hartford-New Britain, or Nos. 3 or 8 can be used at Bridgeport, where it is an applicant. Move of No. 10 is opposed by Travlers Broadcasting Co. of New York, and Connecticut Broadcasting Co.

- See footnote on page 11, N. Y.

### DELAWARE

Wilmington 7-10, None

### DISTRICT OF COLUMBIA

Washington 4, 5, 7, 9, 11

- WTOP Inc. asks that Channel 12, tentatively allocated to Fredericksburg, Virginia, be moved to Washington, D.C., that Channel 2 be assigned for community use at Fredericksburg.

### FLORIDA

<table>
<thead>
<tr>
<th>Community</th>
<th>Proposed Allocation Applicant</th>
<th>Chnl. No. Pend.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytona Beach</td>
<td>7 None</td>
<td></td>
</tr>
<tr>
<td>Fort Myers</td>
<td>6, 8 None</td>
<td></td>
</tr>
<tr>
<td>Jacksonville</td>
<td>2, 4, 6, 9, None</td>
<td></td>
</tr>
<tr>
<td>Key West</td>
<td>3, 10 None</td>
<td></td>
</tr>
<tr>
<td>Lakeland-Plant City</td>
<td>12 None</td>
<td></td>
</tr>
<tr>
<td>Miami</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Ft. Lauderdale</td>
<td>2, 4, 5, 9, None</td>
<td></td>
</tr>
<tr>
<td>Orlando</td>
<td>3, 10 None</td>
<td></td>
</tr>
<tr>
<td>Panama City</td>
<td>6 None</td>
<td></td>
</tr>
<tr>
<td>Sarasota</td>
<td>7, 11 None</td>
<td></td>
</tr>
<tr>
<td>St. Augustine</td>
<td>7, 9, 11 None</td>
<td></td>
</tr>
<tr>
<td>Tallahassee</td>
<td>2, 4, 5, 9</td>
<td></td>
</tr>
<tr>
<td>Tampa-St. Petersburg</td>
<td>2, 4, 5, 9</td>
<td></td>
</tr>
<tr>
<td>W. Palm Beach</td>
<td>11, 13 None</td>
<td></td>
</tr>
</tbody>
</table>

- Move of Channels 11 and 13 from West Palm Beach-L Port Lauderdale requested by WAKT Inc., Miami Broadcasting Company, to Federal Industry Co., Ltd. Miami Broadcasting Corp. They say Channels 3, 10, and 12 could be assigned in Lake Worth area.

### GEORGIA

<table>
<thead>
<tr>
<th>Community</th>
<th>Proposed Allocation Applicant</th>
<th>Chnl. No. Pend.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany</td>
<td>2, 8 None</td>
<td></td>
</tr>
<tr>
<td>Atlanta</td>
<td>2, 5, 8, 11 None</td>
<td></td>
</tr>
<tr>
<td>Columbus</td>
<td>3, 7, None</td>
<td></td>
</tr>
<tr>
<td>Cordele</td>
<td>6 None</td>
<td></td>
</tr>
</tbody>
</table>

### IDAHO

Boise 2, 4, 5, 6, 10, None

- Addition of Channel 13 requested by General Broadcasting Co.

### ILLINOIS

Belleville 5-11, None

- Addition of Channel 13 to Chicago sought by John-Kennedy Radio Corp. This would involve deletion of Channel 13 at Racine-Kenosha, Wis.

### INDIANA

Bloomington 11, None

- Evansville 2, 11 None

- Fort Wayne 2, 4, 5, 9, None

- Indianapolis 3*, 9*, 8, 12, 14

- Lafayette 7-12

- South Bend-East Bend 6, 10, 12-12, 14-14

- Terre Haute 4, 7, None

- Crossley Broadcasting Corp. and Capital-WITX Broadcasting Co. oppose proposed transfer of Channel 19 from Indianapolis to Bloomington. Capital asks Nos. 7, 11, or 13 could be used at Bloomington.

- South Bend Tribune asks at least one metropolitan community channel for this community.

### INDIANA

- Addition of Channel 6 requested by Maryland Broadcasting Co. and Monmouth Broadcasting Co. of Baltimore.

### MASSACHUSETTS

- Addition of Channel 13 from Boston opposed by Mathison Radio Co., Massa- chusetts Broadcasting Corp., 20th Century-Fox New England Inc. and Bos- toneanu Television Co. None of Boston proposes to create new television channel. They are asking 72-74 MHz for commercial FM, moving TV Channel 3 to 38-18,000 MHz, leaving new channel 17-18 MHz.

### MICHIGAN

Calumet 13, None

- Detroit 2*, 4*, 5, 7, 3

- Saginaw 4, None

- Flint 11, None

- Grand Rapids 3, 11 None

- Houghton 5, 11 None

- Ironwood 12, None

- Jackson 11, None

- Kalamazoo 3, 11 None

- Lansing 11, None

- Marquette 3, 9, 11 None

- Muskegon 13, None

- Port Huron 11, None

- Saginaw-Hay City 3, 8, 11

- Bay City 5, 11 None

- Traverse City 2, 10 None

- Alvin E. O'Konnell requests Channel 5 from Rupert Murdoch's News Corp. for use of Channel 13 at Ironwood in Michigan, so that Channel 13 can be used at Merrill, Wis.

- Also, Use of Channel 12 at Royal Oak, Mich., requested by Royal Oak Broadcasting Co.

(Continued on page 10)
She's one of a MILLION

*CONSUMERS living in the area from which WHIO, Dayton, draws its massive audience

This little lady is one of the million consumers in WHIO's whopping market area. As these maps indicate, WHIO covers one of the biggest markets in the Ohio-Indiana area! This million-consumer market is solidly built on the widely diversified industries of metropolitan Dayton and neighboring manufacturing towns now experiencing record-breaking peace-time employment. Continued progress, expansion, record payrolls make this southwestern Ohio's No. 1 Market.

Dayton and Montgomery County alone have a population of 364,100. Effective buying power is estimated at $4,700.00 per family in Dayton ($391.00 higher than the national average.) Be sure the responsive WHIO market is covered in your time-buying plans.

G. P. Hollingbery Company, Representatives

Harry E. Cummings, Southeastern Representative

5000 WATTS AM  BASIC CBS
News: UP, INS, PA

BROADCASTING • Telecasting  June 7, 1948 • Page 15
Pat on the Back and Punch in the Jaw—Results: Sales for Sponsors

He is outspokenly for or against the issues of the day. Depending on whether or not his views coincide with those of his listeners, he is a profound thinker or a dolt. His correspondence rivals a movie star's; on the air he quotes brick-bats as well as bouquets. His broadcasts have impact on men and women alike. (The jaw-punch, fended successfully, was a bit of reverse impact aimed by an unsubtle broadcast spectator.)

His sponsors have discovered that these emotional reactions produce results. Currently sponsored on 298 stations, the Fulton Lewis Jr. program is the original "co-op." It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 475 MBS Stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
THIS letter to Ed Petry answers questions that time-buyers and radio people are asking about 1948 listening audiences. In Houston, the answer is that KPRC continues conclusively FIRST. FIRST by yardsticks that count: audience rating . . . network affiliations . . . local programs. The facts speak for themselves. Put your client in touch with the biggest audience in Houston and the Gulfcoast area, today! Call Petry or write us for availabilities.

<table>
<thead>
<tr>
<th>Year</th>
<th>Station &quot;B&quot;</th>
<th>Station &quot;C&quot;</th>
<th>Station &quot;D&quot;</th>
<th>KPRC over Station &quot;B&quot;</th>
<th>KPRC over Station &quot;C&quot;</th>
<th>KPRC over Station &quot;D&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>1947</td>
<td>33.8</td>
<td>26.4</td>
<td>12.4</td>
<td>17.9%</td>
<td>1.5%</td>
<td>22.3%</td>
</tr>
<tr>
<td>1948</td>
<td>32.3</td>
<td>22.0</td>
<td>20.2</td>
<td>13.5%</td>
<td>46.8%</td>
<td>21.3%</td>
</tr>
</tbody>
</table>

And KPRC's small loss is offset by a 1.3 gain in Sets-in-Use. That's pretty impressive, but what follows is outright dramatic. In the time covered above, KPRC has greatly increased its dominant position over its competitors, as these percentages show:

<table>
<thead>
<tr>
<th>Year</th>
<th>KPRC over Station &quot;B&quot;</th>
<th>KPRC over Station &quot;C&quot;</th>
<th>KPRC over Station &quot;D&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>1947</td>
<td>17.9%</td>
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<td>22.3%</td>
</tr>
<tr>
<td>1948</td>
<td>13.5%</td>
<td>46.8%</td>
<td>21.3%</td>
</tr>
</tbody>
</table>

It all adds up to this: the radio audience is doing more "shopping around" these days, but still recognizes the best "buy" in town.

Sincerely,

Jack Harris
Manager
Feature of the Week

WHILE program directors and publicity men rack their brains for good contest ideas, J. Akuhead Pupule of KPOA Honolulu relaxes and lets listeners dream up the stunts. J. Akuhead Pupule—in the literal Hawaiian translation meaning "Nutty Fish-head"—is Hal Lewis, KPOA's morning man.

Essence of Akuhead's contest is derived from the recording "Deck of Cards," written by T. Texas Tyler. The song states that there are 365 spots in a deck of cards, one for each day of the year. A doubting listener wrote in recently and asked: "How can there be 365 spots, when there are four suits? That would mean 91¼ spots per suit." He wanted to know where the ¼ spot was. Even Akuhead couldn't answer that, so he asked his listeners to phone, wire and mail the answer and he would dig up a prize for the correct answer.

Thus a contest was born. The following day the program's sponsors had contributed over $600 in merchandise awards and there were 300 contestants recorded by phone, with the mail count passing 1,000 in 48 hours and still coming in. Gov. Ingram M. Stainback of Hawaii has consented to be an honorary judge and all is well, except that Akuhead doesn't know the correct answer. He has wired the publishers of the song for the answer while trying to hold off listeners, who all claim to have the correct solution.

On All Accounts

THERE is a curious sort of irony in the fact that Edward Esty Stowell, account executive at Benton & Bowles, who was educated near the scene of the Boston Tea Party, has emerged as chief functionary on Hollywood's most celebrated coffee party, the Maxwell House program with George Burns and Gracie Allen.

Mr. Stowell is New York-born and Harvard-bred. His career has been a pageant of contrasts from the day he left the lofty halls of Harvard for a somewhat less elevated position as mail boy in the New York office of Benton & Bowles.

Trading perhaps on his degree in sociology, Mr. Stowell proceeded slowly and scientifically to improve his social and financial status in the firm, rising from proof reader to production man, until finally in 1937 he was named administrative assistant on the Maxwell House account. With the advent of war he had ascended to the post of head of the business and of the administrative staff of the agency's radio department.

Here contrast reared its head again. Mr. Stowell, who had in the meantime developed a studious interest in the collecting of glass ash trays, departed his genteel avocation to enlist in the Marine Corps as a fighting leatherneck in the Pacific. At war's end he had advanced to the rank of major.

Returning to advertising in 1946, he was appointed overall account executive for Maxwell House, whose current radio interests, besides the Burns and Allen show, include the Wendy Warren program on CBS and a television show, Try and Do It, on WNBK-TV New York.

As proof, however, that his expensive Harvard education was no wasted item, Esty Stowell is today considered one of the best hot jazz pianists in the advertising business. He is also an accomplished amateur photographer and a better-than-average tinkerer in carpentry. But he still has not forsaken his collector's crush on unusual glass ash trays.

Edward Esty Stowell has been married for nine years and is the father of three children. The family resides in Convent, N. J. And when visitors drop in, they invariably find Mr. Stowell puffing away on his pipe—and drinking Maxwell House Coffee.
You'll Be SEEING US In San Antonio

SEEING KMAC-KISS

... as pioneers in Texas Television—with our application for channel 9 of the television band, with 22,713 watts visual power.

SEEING KMAC-KISS

... install, not only one of the finest television transmitters in the Southwest, but also modern, air-conditioned television studios — which will operate in conjunction with our AM station KMAC and our FM station KISS.

SEEING KMAC-KISS

... deliver to thousands of South Texans balanced telecasting—which will include outside remote facilities for broadcasts of local baseball games, football games, public meetings, concerts, radio forums and similar broadcasts in the public interest.

YOU'LL BE SEEING A LOT OF US SOON
— SO WHY NOT SEE PEARSON NOW!

KMAC-KISS

1240 A.M. ON YOUR DIAL 99.5 F.M. CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.
SOME time-buyers select KWKH because we have 50,000 watts—others because we are a "major network" station—others because our Hoopers in Shreveport are very high.

We're glad to be selected on any count—but we respectfully suggest that the BEST reason is just plain old know-how.

For 22 years we've worked and studied to learn what kind of programming the 3,975,300 people in our area want and need. The result is that KWKH is by long odds the top station in this area—one of the top-rated stations, for instance, in the entire CBS list. May we send you the really amazing facts?

KWKH

50,000 Watts • CBS

The Branham Company Representatives

Henry Clay, General Manager
Dean Upson, Commercial Manager
11TH HOUR THRUST

PASSENGER of any fundamental radio legislation at this session was regarded as a questionable last week, despite the surprise introduction of a Senate resolution combining two of the most controversial broadcasting issues the 80th Congress has produced.

The resolution (S. Res. 246), introduced Monday by Sen. Edwin C. Johnson (D-Colo.), merged the pending White Bill's section giving FCC authority to approve 'clear-channel' stations' programming with the provision of Sen. Johnson's own pending bill opposing the use of power above 50 kw.

Sen. Johnson failed to ask for consideration of the new resolution at the Thursday meeting of the Senate Interstate & Foreign Commerce Committee, to which it was referred as the ranking Democratic member. He told BROADCASTING he would bring it up at this week's meeting, tentatively scheduled for Thursday, and predicted passage before Congress adjourns later this month.

Adjuournment Looms

But despite his confidence and the fact that he was joined in introducing the measure by Sens. Ernest W. McFarland (D-Ariz.), Warren G. Magnuson (D-Wash.), and Clyde M. Reed (R-Kans.), observers felt the nearness of the adjournment date—currently set for June 19—and the impending effect of the subject on the industry would effectively block enactment.

Text of new measure, described by Sen. Johnson as "the White-Johnson bill" because its provisions are derived from bills introduced by both men, is as follows:

RESOLVED, That it is the sense of the Senate that, notwithstanding Secs. 326, 351(b), and 356 of the Communications Act of 1934 as amended shall be construed either (1) to limit the authority of the FCC, in considering applications for renewals of broadcast licenses, to determine whether or not a licensee has operated in the public interest, or (2) to authorize the FCC to grant a license to operate a radio station in the amplitude modulation broadcast band on any frequency from 240 kHz to 3000 kHz, within a power of excess of 50 kw, unless otherwise authorized by the North American Regional Broadcasting Agreement, or other treaty or convention relating to the allocation of such frequencies among countries of North America.

The first provision is a reproduction of the so-called 'censorship' section—Sec. 326—of the long-pending bill introduced by Sen. Wallace H. White Jr. (R-Md.) to amend the Communications Act (S-1333). It was the chief and ultimately the major target of the industry during the weeks of hearings and subsequent re-writing of the bill last year.

The second provision, against power above 50 kw, was lifted from Sen. Johnson's bill to break down clear channels and keep the present power limitation at 50 kw. (S-2231). The NARBA angle is a modification of another pending Johnson resolution, introduced in mid-May and designed to put the Senate on record as instructing FCC not to decide the clear-channel issue until a new NARBA had been drawn and ratified.

Sen. Johnson's latest resolution also drew prompt protest from the Clear Channel Broadcasting Service, whose 750-kw plan it would cut off, and White, which has led the fight against the threat of censorship that its officials see in Sec. 326 of the White Bill. CCBS objected to both provisions of the resolution. NAB, and pledged not to take sides in the clear-channel fight, took no stand on that issue but asked that the two provisions be separated.

The CCBS protest was sent by CCBS Chairman Edwin W. Craig, chairman of the board of WSM Nashville, to all members of the Senate Committee:

In behalf of CCBS I urge rejection of Senate Resolution 246 submitted June 1 by Sen. Johnson and others. The second clause instructing the Commission in limiting the power of broadcast stations to 50 kw until after ratification of a new NARBA authorizing higher power is subject to all the objections set forth in my wire of May 26 opposing Senate Resolution 240, previously submitted by Sen. Johnson, plus the further objection that it does not even attempt to preserve the status quo with respect to non-duplication on clear channels.

The first clause attempts to extend the Commission's power to censor and otherwise regulate programs beyond the limits of the present Communications Act. I am sure that virtually the entire broadcasting industry opposes this clause.

The NAB protest, also directed to all committee members, was sent by A. D. White Jr., executive vice president, and Don Petty, general counsel:

We have learned that S. Res. 246, introduced June 1, 1948, by Sen. Johnson of Colorado may be considered by the Senate Committee on Interstate Commerce June 1. The resolution contains provisions dealing with two entirely different subject matters—(1) the construction of Sec. 326 relating to the power of the FCC to interfere with the right of free speech, and (2) the placing of a limitation upon the amount of power the FCC can allocate under certain circumstances.

Because of the importance of each of these matters it is earnestly requested that they be separated and not included in one resolution in order that they can be acted on separately.

NAB is opposed to Part 1 of said S. Res. 246 relating to Sec. 326, 351(c) and 356(b) of the Communications Act of 1934 as amended because this part of the resolution is contrary to the said Communications Act and to its legislative intent. Sec. 326 is a specific provision or the FCC. No change in the meaning of this section should be attempted except in the normal legislation process.

In the case of passage of a resolution by either House does not have the force of law, nevertheless the effect may well be to confuse. We express no opinion concerning Part 2 of said resolution.

Since this session completes the 80th Congress, all bills which are not passed die with the Congress. If action is desired at the next Congress, bills have to be re-introduced as new measures.

A look at the record will show that although about a dozen measures of interest to radio have been introduced and subjected to hearings, no important legislation has been enacted.

Only actions taken radiowise were confirmation of Wayne Coy and George Sterling to FCC posts and approval of $6,310,000 appropriation for FCC [BROADCASTING, August 12]. Appropriation for the State Dept.'s information program was set at $28,000,000.

Of this, about $7,700,000 would be for the programming and ad

(Continued on page 68)

STRATOVISION 

By J. FRANK BEATTY

STRATOVISION is living up to the fondest hopes of its sponsor—Westinghouse Electric Corp—this strikingly new form of airborne radio relay has shown in the last month that it can pick up video over areas vastly greater than ground stations can cover [BROADCASTING, May 17].

Actual reception reports, mostly from listeners with some technical background who had not been apprised that Stratovision tests were under way, have been received by Westinghouse.

In addition, Westinghouse is piling up technical reports of its own engineers for later FCC perusal.

These reports indicate that on the basis of tests thus far conducted it will be possible to stratovision sound and video signals from heights of 20,000 to 30,000 feet.

Sky Mystery

Out of the springtime clouds have come mysterious signals on television Channel No. 6 (82-88 me) that at first startled TV and FM diaters who happened to be scanning the skies. The mystery has been momentary, as engineers flying over Maryland, Pennsylvania and West Virginia identify transmissions at frequent intervals.

Wide Area Covered

From their B-29, 20,000 feet up, these Westinghouse pioneers are realizing another forward step in their 2½-year experiment as they retransmit signals from WMAR-TV Baltimore, WMAL-TV Washington, EDKA-FM Pittsburgh and other stations over extensive areas.

One of the next steps is to enlist many thousands of FM and TV set owners in the greatest coverage charting project ever attempted in radio, should Westinghouse carry out its plans [BROADCASTING, Dec. 1, 1947].

While current tests have been conducted on Channel 6, immediately adjoining the 88 me end of the FM band, Westinghouse has new ideas, including shift of Stratovision tests to Pittsburgh, and has (Continued on page 68)
By ED KEYS

NBC's erstwhile Spanish section supervisor, Albert O. Gandero, most severely chastised figure in Congressional investigations into "slanderous" programs of the "Voice of America," will be recalled from Cuba to defend himself at a brief Senate committee hearing this week, an authoritative source revealed Friday.

Sen. J. Edward Smith (R-N.J.), adorning Senate hearings Friday to study testimony presented up to date, told BROADCASTING that "we may bring Mr. Gandero in to get his views." The chairman declined to specifically announce the key figure's recall, but informative quarters claimed knowledge of the committee's intentions to do so.

The hearings, which reportedly will re-converse about the middle of this week, will also be highlighted by a proposal offered earlier to House investigators by Assistant Secretary of State George V. Allen. Secretary Allen will propose a definitive amendment to the Smith-Mundt bill, basis of "Voice" operations, specifically granting his department power to produce and distribute news, information and entertainment features and to contract with private broadcasting companies for broadcast to the shows.

Cooling Off

Spectacular developments linking "Voice" broadcasts with subversive activities failed to materialize during the majority-inspired investigations. Impetuous legislators at week's end were trying to gracefully extract their fingers from an election-year political pie which proved infinitely less savory than it had appeared on the surface.

First criticism of the NBC programs, prepared under contract to State Department, was raised March 4 on the floor by Rep. John Talar (R-N.Y.). Sen. Homer Capehart (R-Ind.) on May 26 read passages from some of the Know North America series in which a number of states were said to

FLOOD ROLE

BROADCASTERS rose quickly to the emergency, writing a new story of public service and staff loyalty as stations assumed a major role in the flood-stricken Columbia and Snake River valleys of the Northwest, according to early reports from stations in the area.

With more than 100,000 people homeless and over $100,000,000 damage to crops and property, the voice of radio was heard in all over the stricken area. Stations forgot normal schedules and working hours to devote all their energies to emergency service.

In the hard-hit Portland-Vancouver area, the seven commercial stations supplied bulletins, kept the public informed, provided contacts among official agencies and sent out warnings of the progress of flood waters.

When the Vanport city dye broke late Memorial Day, the densely populated city was engulfed in a matter of minutes.

Warnings of disaster were flashed to the community when the danger became apparent. Appeals were broadcast for rescue workers, trucks and other facilities. Refuge families were reunited. Meantime the world was kept informed of the disaster.

Staffs quickly rounded up all available personnel. Special events crews were assembled. Skeleton holiday staffs were filled up, and sent out with tape and wire recording equipment and generators. Bulletins from the Red Cross and rescue authorities were broadcast. Care was taken to avoid sensationalism in handling flood news. Only factual stories from authentic sources were used in the effort to avoid panic.

Local staffs worked around the clock—often three and four times—without much of personal danger or sacrifice involved.

Rescue authorities were lavish in their praise for broadcasters, commercial and amateur alike. Every modern facility was used by stations to supplement their public service with a complete picture of the flooded area. From airplanes, boats and autos radio reporters gave an accurate and restrained account of developments.

KGW Portland, with transmitter and towers in the Vanport area, was shut down by Engineer Clyde Bruns as the waves swept in and he fled the scene with water swirling around the wheels of his car. From high ground he looked back to see an apartment house, swept along by the water, strike a tower guy wire and pull down the structure.

KALE Portland offered KGW a spare transmitter. Working all night, the KGW staff headed by Chief Engineer Harold Singleton broke late Memorial Day, the densely populated city was engulfed in a matter of minutes.
HENNOCO

Confirmation This Session in Doubt

THE NOMINATION of Frieda B. Hennock for the FCC last week was caught in the Republican policy dragnet, with the outlook bleak indeed for Senate confirmation in two weeks remaining prior to adjournment.

Although the Interstate and Foreign Commerce Subcommittee, named to consider the nomination, is pursuing customary procedure in considering presidential nominations, the unofficial word was that all nominations of a "controversial" nature would be sidetracked, whether Republican or Democrat.

Thus, it was felt that something approaching a legislative miracle would be entailed for confirmation of the first woman appointee to the FCC for the new seven-year term to begin July 1. Miss Hennock was nominated by President Truman on May 24 to fill the vacancy to be created by the retirement of Clifford J. Durr, Alabama Democrat.

Failure of the Senate to confirm, however, would not preclude Miss Hennock's appointment to the Commission after this session of Congress adjourns, now set for June 19. The President can appoint her for the duration of the Congressional recess, or until the new Congress convenes next January.

Interim Appointment

While Miss Hennock has made no public statement, it was thought that she might be willing to accept an interim appointment.

Last week, however, stringent efforts were being made on her behalf to procure confirmation for the seven-year term, largely on the ground that the FCC needs its full seven member complement.

Moreover, it was emphasized that the political balance of the Commission would be upset out of kilter even if the Republicans are victorious in the November presidential elections. Miss Hennock, a New York Democrat, would fill the vacancy which the departing Democrat, leaving the FCC divided with three Democrats (Chairman Coy, Vice-chairman Walker plus Miss Hennock); three Republicans (Hyde, Jones and Sterling), and an independent (Webster). If there is a Republican President, observers pointed out, he could name a Republican chairman from among the present membership, even if there are no resignations of incumbent Democrats.

The next vacancy on the Commission occurs June 30, 1949 when the term of Commissioner E. M. Webster expires. A fourth Republican then would be needed, again assuming the Republicans are victorious in November.

The Senate Committee held a regular meeting last Thursday and the whole question of Presidential nominations was discussed informally by Chairman White

FAMILY INCOME

INCOME of families and individuals averaged about $3,000 in cities of 1,000,000 and up in 1946, ranging downward to $2,322 for rural non-farm areas, according to a study of consumer income announced last week by J. C. Capt, director of the U. S. Census Bureau.

The study covers incomes earned by men who live on farms, and is broken down by age, sex, family size, occupation, tenure, region, and an other class (R-Ill.) and Johnson (D-Colo.), both of whom have been active in radio legislation.

In 'Controversial' Group

In the ensuing incident discussion, it is understood that Miss Hennock's nomination was mentioned and that it was presumed that it would be lumped in with all other nominations regarded as "controversial" with no action at the session.

The Republican policy committee, headed by Sen. Taft, Ohio favorite son for the GOP nomination, at its meeting the preceding evening, had informally decided that action on nominations should be withheld where terms would extend beyond President Truman's incumbency. This was interpreted to mean that Cabinet appointments and judgments which would fall outside the political pale would be considered normally, but that virtually all independent agency appointments would go by the boards.

Chairman Brewster had asked Miss Hennock to supply a detailed biography for the subcommittee's consideration. This was furnished last Wednesday. Miss Hennock, who has remained in New York since her appointment, was awaiting a call for a possible personal meeting.

Averaged $3,000 in 1946 In Biggest Cities

<table>
<thead>
<tr>
<th>Total money level</th>
<th>Urban and rural nonfarm</th>
<th>Size of urban place of residence</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Urban</td>
<td>Rural</td>
</tr>
<tr>
<td>Percent</td>
<td>Urban</td>
<td>Rural</td>
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<tr>
<td></td>
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<td>100.0</td>
</tr>
<tr>
<td>$5000 and over</td>
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</tr>
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<td>$5000 to $999</td>
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<tr>
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<td>$100,000 and over</td>
<td>18.8</td>
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</table>

Number (thousands)... 37,065 27,804 5,774 5,822 5,891 10,297 9,201

$10,000 and over

$2,500 2,705 2,995 3,229 3,729 4,213 4,390

$5,000 and over

$2,500 2,705 2,995 3,229 3,729 4,213 4,390

$10,000 and over

$2,603 2,706 2,995 3,229 3,729 4,213 4,390

Estimates are based on a sample survey conducted by the bureau in April 1947.

Average (median) earnings of men who had civilian employment for all or part of 1946 and lived in non-farm areas was about $2,100 compared to $1,000 for women, it was shown. Earners who worked fulltime as civilians during the year made considerably more, the corresponding figures being $2,600 for men and $1,700 for women.

Men who were heads of families and were between 45 and 54 years of age averaged about $3,600 for the year compared to $3,400 for women.

Silver Anvil Award

SILVER ANVIL AWARD is presented to James D. Secrest (R) Radio Manufacturers Assn. director of publications, and Robert K. Richards (center), NAB director of public relations, by Harry W. McIlse, president of American Public Relations Assn. NAB and RMA won award jointly for promotion of "Voice of Democracy" essay contest in connection with National Radio Week last fall. Presentation was made May 27 at APRA's convention in Washington (BROADCASTING, May 31).

RCA Making 500-w Video Transmitter

Smaller Stations Will Be Able To Originate Own Programs

A 500-w television transmitter which will permit extension of television to cities of 50,000 and enable smaller stations to become network outlets or to originate their own programs is in production and will be ready for delivery in the fall, RCA Engineering Products Dept. announced last week.

To be used with the transmitter is a three-section RCA super-turnstile antenna, which has a gain of approximately four and which can radiate an effective output of about 2 kw. The coverage thus provided will blanket 1400 square miles, RCA said.

Transmitter is compactly housed in two identical cabinets which can be installed as one unit measuring 56 inches wide, or arranged as individual cabinets, each 31 inches wide. One of the cabinets contains all the components of the picture transmitter, while the other contains those of the sound transmitter.

The video section consists of the carrier-generating circuits, video amplifiers, modulator power supplies and control circuits.

The sound section consists basically of an RCA 250-w FM sound transmitter. It employs the RCA "direct FM" exciter, which automatically maintains constant center-frequency stability.

The control console consists of two units, one for switching and the other for monitoring, according to RCA. The switching panel includes a decibel meter for aural monitoring, and other controls essential to starting and shutting down the transmitter. The video monitor contains a 20-inch kinescope, which reproduces the picture being transmitted, and a 5-inch cathode-ray oscilloscope tube which displays oscillograms of the video waveforms.
Norton Succeeds Boroff As Central Div. Head

Mr. BORROFF  
Mr. BRANDT  
Mr. NORTON

THE NAMING of John H. Norton Jr. as vice president in charge of the ABC Central Division, with headquarters in Chicago, was announced last week by Network President Mark Woods. Mr. Norton succeeds Edwin R. Boroff, whose resignation is effective June 15.

Mr. Jahncke

The veteran of 17 years in the broadcasting field, Mr. Norton joined NBC in April 1941, in its former commercial engineering department. He later was transferred to station relations and was appointed manager of that department for ABC when it was separated from NBC. He was elected a vice president in 1945.

His predecessor, Mr. Boroff, who is leaving ABC for "personal reasons," embarked on his career in radio shortly after his graduation from the U. of Illinois in 1923. His first job was as a news announcer with KYW, then located in Chicago. He shortly was appointed program and commercial manager and in 1928 joined WENR Chicago as sales manager. When WENR was acquired by NBC Mr. Boroff joined the sales department of that network. In 1940 he was named sales manager of the Blue Network, then a part of NBC, and held this position until February 1942, when the Blue Network was established as an independent operation. In the latter date he became vice president in charge of the network's Central Division, held the same post when the name of the network was changed to the American Broadcasting Co., and remained vice president until the time of his resignation. He is part owner of KPHO Phoenix, Ariz.

Mr. Brandt entered radio in 1933 as a page for NBC, moving up un-
GOP COVERAGE

By BRUCE ROBERTSON

LAST WEEK, as the June pages of their calendar pads made television executives conscious that the Republican National Convention was less than three weeks off, they began to work on their plans for their convention coverage. For WNBC and WPIX, this year for the first time, they will have the video coverage of the 1940 Republican Convention in the City of Brotherly Love, the same convention that they also recall their video coverage of.

They have plans for the coverage of the convention, and the networks have plans for the coverage of the convention. The networks have plans for the coverage of the convention.

The GOP chieftains obviously were thinking of this television audience, and of the immeasurably faster radio public, when they set their convention schedule, as all of the major events of the convention are set for the evening sessions, as far as can be determined in advance, with the necessary busy, less interesting routine convention business allocated to the daytime hours.

Discovering that the video broadcasters will have to bear charges for installation of certain equipment in Convention Hall which they had previously thought would be available to the Republican Party, has led the committee on television coverage of political conventions to revise its estimate of the overall costs of the pool operation from $800 to $4,700.

If shared among 17 stations, this would amount to roughly $5,300 per station for the two conventions, estimated for a period of five days each or ten in all. If WAAM Baltimore and W&N-TV Boston are able to get on the air by convention time, they will also participate in the pool, reducing the necessary charge to about $4,700 for the convention coverage.

Western Union Telegraph Co. last week reported that work on its regular, routine video-pooling video programs between New York and Philadelphia was in the final stages.

AT & T Line

The on-the-Convention-Hall-floor proceedings are obviously the main ring of the political circus and will get most of the video time. AT&T is devoting one of the coaxial cable circuit-portioning video connections between Philadelphia and the other eastern cities with television stations exclusively to the coverage of the convention floor activities with the TV camera pool covering the full show from opening to closing on each day of each convention. But the individual networks and at least one that is not a major station—WPX New York—are planning plenty of sidelines material, interviews, roundups, predictions, and the like, to use during interruptions or in place of some of the less interesting event floor.

CBS

CBS is sending two full television crews to Philadelphia for the political conventions, one for the pooled coverage of on-the-floor activities, the other for the network's exclusive video pick-ups outside of Convention Hall. Robert Bendick, director of news specials for CBS television, will be in charge of the network's video convention staff of 30 to 35 persons, coordinating their activities with those of the AM

CONVENING in tradition-steepled GOP this month and next, GOP and Democratic chieftains will afford the broadcasting and telecasting industry the opportunity of covering the outstanding news stories of the year. Networks and stations this week feverishly culminated work on their blueprints—described herewith. Pooled television plans were announced a fortnight ago [BROADCASTING, May 31].
Akron Store Aids Business Via Radio

Intra-Store Television Is Begun By Salt Lake City Retailer

TWO retail-radio projects, in Akron and Salt Lake City, have been added to the list of broadcast advertising successes by department stores.

Intra-store television program project has been arranged by KSL and ZCMI large department stores. The telecasts will include six one-hour programs a week. ZCMI has built a studio on the floor adjacent to the store, with the schedule planned in strategic spots around the store.

Arrangements were made by Mr. Sharpe, KSL vice president and general manager, and Harold H. Bennett, ZCMI general manager. Programs include fashion shows and events from store departments including interviews via portable cameras.

Another radio-retail project, between A. Polsky Co., Allied subsidiary, and WHKK Akron, is deemed by the station as "proof that radio is no longer an experiment with a local department store."

The contract, recently renewed, is one of the largest block purchases in Akron history, according to WHKK. It was handled under direction of Robert H. Herbert, WHKK commercial manager, and Dick Whipp, Polsky's publicity and promotion manager, along with Roland Loew, of Daniel-Fisher & Spellman.

Polsky's quarter-hour broadcasts received honorable mention last winter from the National Retail Dry Goods Assn. Its teen-age Hits — half-hour was given an award as an outstanding program in that class. Sales of men's clothing increased notably as a result of the

WHKK Tic-Toc Time, with sales of a brand of hosiery attaining a high average.

Extensive merchandising activities stimulated interest in the broadcasts, which follow the beaned technique popularized by Joske's of Texas, another Allied store.

P&G Renews Three

PROCTER & GAMBLE Co., Cincinnati, has renewed the following CBS programs: Lowell Thomas, weekdays, 6:45-7 p.m.: Jack Smith Show, weekdays, 7:30-7:30; and Beulah, weekdays, 7-15; and 15:15. Compton Advertising Inc. is agency for Lowell Thomas, and Dance-Fitzgerald-Sample Inc., Chicago, handles the other two shows. Renewals are effective June 28.

National TV Film Council Selects Committeemen

TEMPORARY committee chairman for the recently organized National Television Film Council New York have been announced by council chairman Marvin L. Gold, director of advertising and publicity, National Screen Service.

Chairmen are: by-laws committee, Irwin Shane, executive director of Television Workshop; film distribution committee, Ian Ians, in charge of television; Equity Film Exchanges; television stations committee, Robert Paskow, film director at WATV Newark, N. J.; program committee, Jay Willis, television director, Film Equities Corp., and press relations committee, Sally Perle, Mesal Organization.

"As long as I can keep this thing going down below I'll be okay on top."

RMA Convention Agenda Scheduled

Meeting to Be Held June 14-17 In Chicago's Stevens Hotel

ROLE OF RADIO in industrial mobilization will be featured in sessions to be held during the June 14-17 convention of Radio Manufacturers Assn. at the Stevens Hotel, Chicago.

New problems arising from FM and television progress will be considered along with increased military purchasing. President Max F. Balcom will review the whole electronic situation in his annual address and report at the membership luncheon June 17.

At that meeting Fred R. Lack, Western Electric Co., an RMA director and chairman of the RMA special government liaison committee, will discuss specific U. S. proposals for industrial mobilization.

AIDS to radio by officers of the 1948-49 fiscal year will be held during the luncheon. Fourteen directors will be elected that morning to fill vacancies arising under staggered-term policy.

"Part's Meeting Monday

Meetings of Parts Division sections will be held Monday, June 14. Other sections and major committees will meet Tuesday, with Wednesday devoted to sessions of executive committees of the five RMA divisions: set, tube, parts, transmitter and amplifier and sound equipment.

Two sessions are scheduled by the RMA board. The first will be held Wednesday afternoon, attended by directors whose terms will expire. The new board will meet Thursday during the membership luncheon to elect a president and treasurer and then complete its reorganization following the luncheon.

Though RMA has no exhibits during the convention many of its members will display new radio and television sets at the trade show of the National Assn. of Music Merchants to be held concurrently at the Palmer House. No banquet will be held this year. Final event will be a convention golf tournament Friday under auspices of the Radio Industries Golf Club of Chicago, at Calumet Country Club.

CBS Renewals


GROWING concern over whether to charge for radio program listings is being evinced by members of the Newspaper Advertising Executives Assn., John Lewis, chairman of the organization's research committee, told Broadcasting Thursday.

Mr. Lewis, who is advertising director of the St. Paul (Minn.) Dispatch and Pioneer Press, said the fact that 356 of approximately 1,000 NAA members responded to the committee's recent query on radio listings indicates we are beginning to look for the point beyond which we cannot go." He said NAA questionnaires usually draw about 100 replies.

"With television and FM growing rapidly and making more demands on newspaper space, and with newspaper and publishing costs rising sharply, many newspaper advertising men are looking for

1,000 Dailies Polled

- 18 permit names of sponsors or products
- 15 charge the retail rate, three the national, five the amusement, and eight a flat rate

A total of 159 papers replied "no" to the question—"Do you plan to charge for listings in the future?". 49 were undecided, and 10 failed to answer. Seventy-one papers gave "reader interest" as the reason for not charging.

Replies to the queries came from 150 papers in the under 35,000 circulation class, 92 in the 35,000 to 100,000 class and 78 in the over-100,000. Of those participating in the survey, 134 own stations, 229 do not, but 27 have an interest in one. Sixteen respondents said there were no stations in their markets, 246 reported from one to five stations, 72 from six to ten.

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BROADCASTING • Telecasting
ABC TV Rate Card

THE FIRST television network rate card, establishing a one-hour, evening gross time charge of $3,800 for 10 stations, eight of which are not yet on the air, was released last week by ABC.

The rates, which point out that the 10 stations owned by or affiliated with ABC, seven were not inter-connected and hence advertisers using all stations would be "required to make arrangements for broadcasting the program through the use of film at a charge to be determined in each case."

Times Sr. of the 10 stations listed in the initial schedule are "subject to change at any time," but advertisers will be given a six-month protection period.

WJZ-TV, ABC's New York outlet, was scheduled at a $750 per evening hour rate, but it was announced this week would be raised to $1,000 per evening hour at the time the schedule goes on the air, Aug. 15, 1948.

Advertisers who contract for the time on WJZ-TV before its debut, however, receive protection at the $750 figure for the first six months of operation.

Class A rates apply to evening hours Monday through Friday, 7-10:30 p.m., and Saturdays and Sundays, 12 noon-10:30 p.m. Class B rates, 75% of the Class A, apply to Mondays through Fridays, 5-7 p.m., and Saturdays and Sundays, 10:30-11:30 p.m. Class C rates, 60% of Class A, exist at all other broadcast hours.

Rate schedules for the 10 stations follow:

**AFA ANNUAL MEETING TO STUDY RADIO, TV**

ASPECTS of radio and television will be studied by members of the Advertising Federation of America when they hold their 44th annual meeting June 16-18 at the Netherland Plaza Hotel, Cincinnati.

James D. Croley, president, Croley Broadcasting Corp., is scheduled to speak on "What About Television" Monday morning, June 14. The following morning, Eugene S. Thomas, sales manager of WOR, New York and chairman of the AFA committee on education, will be chairman of a panel discussion on "How Can We Improve College Training of Advertising Personnel?"

Included on the panel is John J. Karol, CBS sales manager.

Also on Tuesday, June 15, Howard P. Abrahams, manager of the sales promotion division, National Retail Dry Goods Assn., will speak on "How to Get the Most Out of the Advertising Budget."

*Strike It Rich*, CBS Sunday night program, 9:30-10 p.m. will be aired from New York in a series to begin June 15 in connection with the AFA meeting.

**NBC TV PLAN National Network in '53-Strotz**

1958 WAS SET as the probable kick-off date for coast-to-coast television by Sidney N. Strotz last Thursday in his first public appearance as NBC administrative vice president in charge of television. Addressing a news conference in the NBC board room in Radio City, New York, Mr. Strotz pushed back estimates of his predecessor, Frank E. Mullen, who resigned to become president of the Goodwill Stations (BROADCASTING, May 17) when he said:

"I don't think we'll have coast-to-coast television until 1955, either by radio relay or coaxial cable."

Admitting that this represented a considerable revision of his own earlier thinking, Mr. Strotz said that many people, including himself, had overlooked one important factor in the coast-to-coast television picture - the extremely long hauls between cities with TV service in the Western part of the country. These distances are too long, he declared, for NBC to buy coaxial cable or other network service at a price at which they can sell program service to stations or advertisers.

"The present high cost of network facilities is the main stumbling block to coast-to-coast television," he stated. In answer to questions, he said that NBC has no plans for providing any permanent facilities service. Already subject to FCC regulations as owner and operator of AM, FM, and TV stations, NBC has no de-
**No Network Video Now**

Coy Tells Graduates How to Aid Radio

EMPHASIS that FCC "has no Chairman Wayne Coy called upon join broadcasters in raising the level. He spoke Thursday night at the College of Music of Cincinnati, which conferred upon him the honorary degree of Doctor of Music.

Twelve members of the graduating class received the Bachelor of Fine Arts in Radio Education, making them, Mr. Coy noted, "the first in our nation to achieve this recognition from the field of education for the field of broadcasting."

First Award

The college is the first to award the degree. Its radio department is under the direction of Uberto T. Neely and the faculty is drawn from the staffs of WLW and WSA Cincinnati, the radio and advertising departments of Procter & Gamble and the U. of Cincinnati.

Chairman Coy told the graduates that they "can stimulate the move- ment for better radio not only as professional musicians and as teachers, but as civic leaders."

"The increased responsibilities of the radio broadcaster in this war, increased competition, and of heightened social, economic and political problems call for more attention by the radio listener, he continued. "In a democratic society where the people own the radio channels but entrust them to private individuals for operation, the people have a real responsibility in a common effort to insur maximum benefit from those channels."

Cleveland Council Praised

Mr. Coy thought it "fitful to assume, as some have assumed in the past, that the listeners can discharge this responsibility merely by tuning in the programs they like and tuning out the ones they don't like. The listener can play a far more effective and intelligent role than that," he declared, praising the work of the Greater Cleveland Radio Council and suggesting that "similar councils might well be established elsewhere."

He said every school room should be equipped with a radio set, and powers of censorship," Commission the listening public last week to of radio's service.

70th commencement exercises of the chaired television as the "electronic blackboard of the future" in the nation's class rooms.

Besides its "incalculable opportunities" for service, Mr. Coy asserted, "broadcasting also offers unique opportunities to counteract the seminization of the trivial and inferior." Today's graduates, he said, "can reflect credit on your alma maters and on yourselves by dedicating yourselves to raising the standards of public taste."

Training Stressed

The coming generation, he said, must be trained to get the most out of the media of mass communication. He continued:

"In regard to radio, they should know that radio frequencies are of the public domain and, therefore, part of their heritage; that these frequencies are licensed for citizens that do not promise to the public for public interest, convenience and necessity."

They should know, furthermore, that while the government regulatory agency that licenses them is required to determine if he has served the public interest, the agency has no powers of censorship. I can assure you that quite a few people own an average sound equipment simplicity of fundamentals of our radio licensing system. . . ." Parents need to understand that merely depriving children of the use of the radio in the home is not the way to solve the listening problem. The way to meet that problem is to guide the children toward suit- able programs.

The broadcasters, for their part, can help by providing suitable programs as an incentive to intelligent juvenile listening. And the listener can do his part by helping every sound endeavor with the schools and the parents to meet the radio needs of the community."

The cooperation that resulted in the establishment of the Cincinnati College of Music is a great compliment to many radio broadcasters as well as to this institution. The broadcasters, the schools, and the parents, working together, can radio an increasingly effective force in American life."

Mr. Coy expressed hope that the college's radio training program "will be widely emulated by other colleges and universities over American."
CAPT. UNMOVED

But Demand for 1950
Set Census Grows

CURT response by Director J. C. Capt, of the U.S. Census Bureau, to suggestions by broadcasters, associations and legislators that a radio and television set ownership question be included in the 1950 census was an "unmoved." He said there was "no virtue in inquiring about radio set ownership at the time of the last census, there is much more sense in inquiring about the ownership of receivers in the census to come, and this inquiry should distinguish between AM, FM, TV, and facsimile receivers."

Probably conclusively, he said you may send any requests that you wish the Census Bureau to have an investigation of this, that, or the other sort. He added that he did not believe in passing on my suggestion in this case.

Steps are underway in Congress to provide financing for censuses of manufacturing, business and mineral industries, as well as transportation. These are not related to the 1950 decennial census. A bill (HR-6208) authorizing the Census Bureau to take these counts, combined with a census of business, every five years was passed May 29 by the House [BROADCASTING, May 31].

The bill had previously been passed by the Senate, but because of delay in the legislative process it contained differences in dates of the business and manufacturing tabulations. A 1947 manufacturers census is now underway. It is the first since 1939.

At present a census of manufacturers is taken every two years, and a business census every 10 years. The new legislation will provide a business and manufacturers censuses every five years, with sampling keeping them up-to-date. The business census covers 1,800,000 retailers, 800,000 service industries and 200,000 wholesalers.

Half the returns are in for the 1947 manufacturers' census, covering 200,000 plants. Some preliminary results may be available late this year.

Hearing Scheduled

Rep. John Taber (R-I.N.), chairman of the House Appropriations Committee, indicated last week he would hold a hearing on the need of business and manufacturers censuses, with this afternoon (June 7) set as a tentative date.

Funds for the censuses would be included in the next deficiency bill, though imminence of a Congressional recess may complicate the problems.

Business groups argue that the census data provide the basic information needed by all business men in analyzing markets.

Plan WICU Opening

WICU, video station of the Erie (Pa.) Dispatch, will go on the air this fall on Channel 12 (204-210 mc) with an effective radiated power of 3.02 kw visual, 1.58 kw audio. The station is licensed to the Dispatch Inc., with Attorney Edward Lamb is president and 40% owner. Mr. Lamb's wife holds 15.5% of the stock.

WINNERS in radio division of Seattle Advertising and Sales Club competition are (1 to r) Ralph Combs, Guthroff & Ryan; Frank Swearingen, Puget Sound Power & Light Co.; Joe McGuire, Strong & Prasser Adv.; Bill Hubbach, KOMO, and head of club's radio division; Margaret Campbell, radio director of Ben Marche, department store; Harry Pearson, Pearson & Morgan Adv., and David Lockwood, vice president of the University District Commercial Club.

BROADCASTING • Telecasting

June 7, 1948 • Page 29
Mr. Nunn has been elected by the NAB board to be official U. S. delegate to the congress, which comprises broadcasting groups of Western Hemisphere nations. NAB represents U. S. broadcasters.

Last Wednesday Mr. Nunn conferred at the State Dept. on diplomatic aspects of hemisphere broadcasting.

Purpose of Congress
Purpose of the Congress, which meets June 30-July 9, is to promote international understanding of broadcast principles and encourage freedom of speech on the air as well as develop operating standards. Frequency and engineering problems are not on the agenda.

NAB was represented at the organizational meeting of the Congress at Mexico City last year. Representing NAB at that session were Hugh Hauff, WOAi San Antonio, and Campbell WTAR Norfolk, Va. Mr. Arnow reported to the board on association details, the board deciding to participate in its operations.

AAA’s Vice President, Herald Beckjorden, Quits

HERALD BECKJORDEN last week announced his resignation as vice president of the American Assn. of Advertising Agencies, effective June 1. No future plans were revealed, although he indicated he intends to remain in the advertising field.

Mr. Beckjorden for four years

Mr. Beckjorden was in charge of the association’s headquarters activities in media, research, and radio and television production. During that time he served as secretary of three national AAA committees: radio and television policy, radio and television broadcasting, and radio and television production.

Kenneth Godfrey, with the AAA more than a year, has been named to succeed Mr. Beckjorden.

Mr. Godfrey, former assistant to Mr. Beckjorden, previously was with Federal Advertising Agency, New York.

WWBW’S REESE HEADS
NEW ALABAMA CHAIN

FIFTEEN Alabama stations have organized the Alabama State Group with Jim Reese, WWWB Jasper, as director of operations. Time on the network will be sold on a group basis, with a group rate card approximately 35% of the published national rate of the stations if all are taken.

Friedenberg Agency, New York, will represent the group. It has offices in Chicago, San Francisco, Hollywood and Charlotte, N. C., as well as New York.

Stations are WOOb Aniston: WBEB Brevton; WKUL Cullman; WDIG Dothan; WVOK Birmingham; WMFPT Florence; WQAD Gadsden; WKAB Mobile; WHJO Opelika; WBTB Troy; WTBC Tuscaloosa; WMGY Montgomery; WFUN Huntsville; WXAL Decatur; and WWWB Jasper.

Economy Move

RED SKELTON was dropped by Raleigh Cigarettes because of an economy move occasioned by the high cost of tobacco and losses through the low international monetary exchange rate, according to sources close to the Russell M. Socials agency, Chicago. The informant pointed out that Brown & Williamson Tobacco Corp. is controlled by an English concern, The British-American Tobacco Corp. (see earlier story page 52).

2nd Alabama Meet On NAB Code Held

SECOND Alabama meeting for discussion of the NAB Standards of Practice, which go into effect July 1, was stated last Friday at the home of Henry P. Johnston, WSGN Birmingham, NAB district director and president of the Alabama Broadcasters Assn. Managers of Birmingham stations were invited.

A statewide code meeting was held at Clanton, Ala., May 29 on invitation of G. W. Covington Jr., operating WGWG Gadsden, WCOV Montgomery and WGCW Selma. Co-sponsoring the meeting was Hugh I. Webb, WKLF Clanton, former president of ABA.

Rump Discussion

According to reports from some of those present, the Clanton session discussed Alabama radio affairs without going into the code at all. The meeting adjourned after a 2 1/2-hour discussion, no formal action having been taken, it is understood. After adjournment a group of broadcasters remained to discuss commercial policies and resignation from NAB and formation of a small market association.

Mr. Webb did not reply to a telegram from BROADCASTING asking details of the Clanton discussions.

At NAB it was stated that only two resignations have been received in recent weeks, one from the East Coast and one from the Midwest.

Mr. Johnston told BROADCASTING most of the stations in the state have supported NAB and the code.

SILVERNAIL TO SPEAK
BEFORE FAB MEETING

FRANK SILVERNAIL, radio di- rector of WBDY, will address the Florida Assn. of Broadcasters during meeting June 18-19 at Orange Court Hotel, Orlando. Mr. Silver- nail, luncheon speaker Saturday, will discuss, “An Agency Looks at AM, FM, TV.”

Other speakers during the meeting will include Harold Fair, di- rector, NAB Program Department, “NAB Standards of Practice”; J. Allen Brown, assistant director of broadcasting advertising, NAB Small Markets Division, “Problems and Solutions in Small Market Stations” and “Sales Ideas that Pro- duce Profits.” Frank Gunther, vice president of Radio Engineering Laboratories Inc., will cover “Automation of FM Networks.”

Business to be taken up during the meeting will include changes in the FAB constitution and by- laws and the election of officers for the coming year.

President Glenn Marshall has ar- ranged a cocktail party and bar- becue and fish fry.
Are you buying
Lots of Watts or
Lots of Listeners?

SURE, there are stations in Baltimore with more wattage than W-I-T-H. And to hear some of them talk, you’d think nobody in this rich market ever listened to any station but theirs.

But those claims won’t stand up in the face of facts. We make no such claims for W-I-T-H. But we do claim this: W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

So if you want to make every penny count, buy W-I-T-H, the BIG independent with the BIG audience. If you want low-cost-sales in Baltimore, call in the Headley-Reed man today, and put W-I-T-H on your schedule.

WITH

Tom Tinsley, President
Baltimore, Maryland

Represented by Headley-Reed
SIMULTANEOUS AM-TV?

GULF. Oil Corp. last week scored a first for one of its most novel programs—Can a radio program be successfully aired as a sound broadcast and a television show at the same time? On June 1 Gulf started "We, The People," its first joint radio-television series into first mooted. Tracys, Eden Abbes, and Fred Allen. The quiet sincerity of Mrs. Tracy, as she told it, has much of breadth and her efforts to guide him to a happy, normal life has succeeded not only for him but for thousands of other children treated at the John Tracy Clinic was definitely something to see as well as hear, if one could, giving an extra pleasure to the viewing audience without taking anything away from the listeners.

The bearded, sandy-haired producer and leader of "Nature Boy" and "Eden Abbes" is, at the moment, news and as such was interesting to watch in action, even if that action was limited largely to following the normal practice of his radio career in getting people of current news interest as guests. "We, The People" should be able to maintain its regular interest with the video crowd. And anyone who listens to Fred Allen would always welcome the chance to watch his homely but expressive countenance while listening to his nasal witticisms.

But perhaps the best evidence of the successful use of two media to do the same thing at the same time in two ways came from the commercials. When announcer Dan Seymour proclaimed his happiness because "tonight when I want to do is show it to you," his smiling face on the video screen took nothing from the impact of his words from those who could hear without seeing him.

CCBS Denied

FCC last week refused to consider the Clear Channel Broadcasting Service's brief supporting the Commission's proposal to eliminate the use of special temporary authorizations for after-hours operation of limited-time or daytime AM stations. [BROADCASTING, May 24]. The rejection was based on CCBS' failure to file its comments in time for participation in the oral argument on the subject early last month.

N. Y. Area TV Set Delivery Heaviest

Philadelphia? 2nd, Chicago 3rd; Survey by RMA Shows

HEAVY concentration of television set deliveries since Jan. 1, 1947, in the New York-Newark area is shown in a survey conducted by Radio Manufacturers Assn. The RMA figures cover shipments of TV receivers by manufacturers. They break down deliveries into the first quarter of 1948 and the full year 1947. Delivery figures show roughly the location of TV receivers, though they are not complete since RMA membership is believed to represent about 90% of the production. Output in 1946 was 26,000.

Ranking next to New York—Northeastern TV set deliveries series is Philadelphia, followed by Chicago, Los Angeles, District of Columbia, Detroit, Baltimore and St. Louis. See television set shipments by areas (states and cities) opposite:

Table: Television Broadcast Service Area

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Table: Television Broadcast Service Area

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<th>Television Broadcast Service Area</th>
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<th>1947 Full Year</th>
<th>Total (Jan. 1, 1947-March 31, 1948)</th>
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TOTAL SHIPMENTS*                   | 110,136           | 162,181        | 264,317                          |

* Production of television sets of approximately 110,000 was reported for the 13-week period ended April 2, 1948, as compared with shipments of approximately 100,000 shown on this report for the quarter ended March 31, 1948. The difference is accounted for, principally, by an increase in factory inventories, by the fact that the production reports covering February were not available, and by the erroneous classification of other types of sets on production reports as television sets.

Page 32 • June 7, 1948
FRANKIE COYKENDALL
BOTSFORD, CONSTANTINE & GARDNER
PORTLAND

Ladies with names like "Frankie" usually have colorful personalities and Frankie Coykendall, time and space buyer for the Portland office of Botsford, Constantine & Gardner, is certainly no exception to the rule. And in this case, radio salesmen have learned the truth of the phrase "never underestimate the power of a woman!" Frankie started with one of the local newspapers in 1918, went on to a job with the AAAA in New York and, in the Fall of 1924, joined Botsford, Constantine & Gardner as media director. Women are supposed to change their minds frequently, but here again, Miss Coykendall upsets tradition. One of BC&G's accounts has been on NBC and KGW for more than 15 years. Must have done the job for the client, a food processor. Speaking of jobs, employment in Oregon is up six percent over 1946 and still rising. And, Frankie, we hope you stay on the job for many more years to come!
**WMOA REPORTED SOLD TO CAA EX-DIRECTOR**

WMOA Marietta, Ohio, was reported sold last week by Howard L. Chernoff and his sister, Mildred Chernoff, to William G. Wells, deputy director of the flight information service, Civil Aeronautics Administration, for approximately $70,000.

Hugh M. P. Higgins, NAB assistant director of Broadcast Advertising, will be station manager under the new ownership and also will have a minority stock interest. Mr. Wells will be general manager. The transaction is subject to the customary FCC approval.

WMOA is a Mutual affiliate operating on 1490 ke with 250 w power. Mr. Chernoff has been managing director of the West Virginia Network, headed by John A. Kennedy, and is now general manager of KSDJ San Diego, recently acquired by Mr. Kennedy. His sister is president of Marietta Broadcasting Co., licensee of WMOA.

**Both Veterans**

Both Messrs. Wells and Mr. Higgins served in the armed forces during the war. Mr. Wells was a lieutenant colonel in the communications division, Army Air Forces. Mr. Higgins, a major in the Army, formerly was sales and program promotion manager for NBC Washington.

The transaction was arranged by Blackburn-Hamilton Co., station brokerage firm. The FCC transfer application is being prepared by the Washington law firm of Miller & Schroeder, representing Messrs. Wells and Higgins, and Cohn & Marks, which represented the Chernoffs in the deal.

---

**WSIX gives value!**

A LEADING distributor of dairy products in the Nashville area has used daily programs and announcements over WSIX for more than ten years. It's obvious this distributor is convinced WSIX gives top advertising value. Dozens of other national, regional and local sponsors know from year in year out results that WSIX gives effective sales coverage of Nashville's 51-county retail trade area. Consult your nearest Katz representative for latest facts and figures—and the way WSIX can help with your sales problem.

**ABC AFFILIATE**

5000 W • 980 KC

National Representative
THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy

---

**Robot Operator**

ENGINEERS at W HBO Rock Island, Ill., headed by Robert J. Simnett, have developed a "robot operator" which virtually eliminates interruptions of programs on both AM and FM stations. In the event of failure of the regular WHBF transmitter, automatic device goes into action and transfers operations to the auxiliary unit. Robot performs in a few seconds some 20 switching operations which normally require about two minutes to handle manually. Switchback can be effected without a break in program's continuity.

---

**2 Daytime Grants; Both Are in South Humboldt, Tenn., Seneca, S. C. Applicants Given CP**

CONSTRUCTION permits for new daytime only standard stations at Humboldt, Tenn., and Seneca, S. C., were granted last Thursday by FCC. Reinstatement of KELN Ely, Nev., also was approved, along with improved facilities for WGAT Uteia, N. Y.

Humboldt-Milan-Ft. Broad- casting Co. received the Humboldt authorization, for 250 w daytime on 740 kc. Grant is subject to engineering conditions and to any interference which might be encountered if granted is given to request of Mississippi Projects Inc. for new station at Greenwood, Miss. The Seneca grant, for 1 kw daytime on 1150 kc, went to Blue Ridge Broadcasting Co. Inc. KELN, assigned 250 w fulltime on 1230 kc, had been deleted March 30 by FCC for failure to file completion date extension but Boulder City Broad- casting Co., owner, plans now to complete the installation and sell to local group at a price not to exceed $15,000. Firm is licensee of KRAM Las Vegas.

WGAT was granted change of frequency from 1100 kc to 1310 kc, increase in power from 250 w to 500 w night and 1 kw day and change of operation from daytime only to fulltime. Station will utilize local array at night. Comm. George E. Sterling voted for hearing.

The Principals

Principals of the Humboldt permittee include J. Frank Warmath, attorney; president and 50% owner; Thomas N. Hobbs, with "Reconstruction Finance Corp.," trustee and 50% owner, and Robert S. Kelly, former manager of the Nashville United Press Bureau, vice president and general manager. Mr. Kelly holds option to purchase one-third interest. Estimated cost of the station was given as $31,000.

Blue Ridge Broadcasting is composed of J. A. Gallimore, publisher of the weekly Seneca "Journal," president, secretary and 50% owner, and his wife, Virgil F. Gallimore, publisher of the weekly "Keowee Courier" at Walhalla, S. C., treasurer and 50%. Estimated cost for the entire is $19,922.

The reinstatement of KELN at Ely was conditioned upon the applicant's agreement to satisfy legitimate complaints of blanket interference occurring within the 250 mV/m contour plus fulfillment of certain antenna specifications. Boulder City Broadcasting also is former licensee of KBNR Boulder City, Nev., which was withdrawn in late January for financial reasons. [BROADCASTING, Feb. 2.]

The firm stated the Ely venture also had become unprofitable from an outside operator but since a local service is needed it would appear that Ely residents could run the station successfully. The local group proposed to take over the station was not identified.
There's a lot more to it than this...

The full calendar pad and the accurate wrist watch—these mark today's salesman just as surely as the blanket and feather marked yesterday's Indian.

But when that salesman is a Weed and Company representative, these symbols of business-like efficiency are just a small fraction of the complete picture... There's a lot more to it.

There's the product he sells—national Spot Radio, an enormously complex advertising medium but one of today's best and most economical sales-makers for those who use it correctly.

There's the experience that enables him to present that product in the right way... for what it can do for you as a radio advertiser interested in making money. And behind the experience there are the two vital factors that created it: knowledge and hard work. You can depend on them to produce results in any type of business. You can't get along without them in Spot Radio. That's what makes Weed and Company service so valuable to any advertiser.
HINCKLEY, McKinney SELL WKJG HOLDINGS

WITHDRAWAL of Robert H. Hinckley, ABC Washington vice president, and Frank E. McKinney, from part ownership in WKJG and WKJG-FM, Fort Wayne, Ind., is reported in application filed with the FCC last week for acquisition of control by William A. Kunkel Jr. Combined consideration is $49,600.

Messrs. Hinckley and McKinney, substantial stockholders in WISH and WISH-FM, Indianapolis, sell 150 shares (15%) and 300 shares respectively in WKJG at $110 per share to Mr. Kunkel, president and holder of 17.5%. Mr. Kunkel is also president and chief owner of the Journal-Gazette Co., publisher of the daily Fort Wayne Journal-Gazette.

Sellers stated they wished to devote their "financial interests and energies" to WISH. Mr. McKinney is president and 34% owner of WISH while Mr. Hinckley holds 21.5%.

Remaining interest in the Fort Wayne station is held by Samuel D. Jackson, secretary 17.5%; Frank H. McHale, 10% owner of WISH, 17.5% and Virgil M. Simmons, 2.5%. WKJG is assigned 5 kw on 1380 kc and is a Mutual affiliate.

HAND MOISTURE PRE-TEST
New Research Company Measures Palm Moisture — To Determine Reaction to Advertising

"BY the sweat of their palms ye shall rate them," could be the motto of Gilliland, Ransden, Wesley & Ragan, Chicago research company which measures palm moisture as an index of emotional reactions to radio commercials or printed ads.

Process, explained last week to the New York chapter of American Marketing Assn. by Walter P. Wesley, president of the research firm, utilizes the "electro-psychograph", a device not unlike the lie detector, for recording "autonomic nervous system responses" to ads on a moving tape as a line whose swings to the right indicate an urge to action and to the left a feeling of relaxation. As a means of pre-testing advertisements and determining the relative "arousal values," the method produces results which correlate highly with sales tests of pulling power, Mr. Wesley said. He added that his method does the job in a week or so, in contrast to the months required for sales testing an ad or campaign.

Respondents are tested individually in the firm's laboratory, he said, with an interview following each electro-psychograph test. Tests may run for as long as the subject remains interested, he said, with the usual test covering six printed ads or three minutes of radio commercials. Fee for this normal test is $25 a person, he stated, with the usual complete testing of a campaign costing the client from $10,000 to $25,000.

Mr. Wesley illustrated his talk with "arousal graphs" of a number of commercials, including a Leaf Gum announcement which hit high arousals when the name was spelled and when the vocalist sang "the flavor lingers longer"; a General Foods program in which the entertainment was far more stimulating than the commercials; a combination of jingle and straight commercial in which every change from song to prose aroused a strong reaction.

One commercial for a movie camera hit its arousal peak with an appeal to parents stressing "natural colored pictures of your baby," he reported, but immediately plummeted to a dip from which it never recovered by adding "you can get the rest of the family and friends into the picture, too." This clearly proves the danger of changing the copy appeal during the commercial, Mr. Wesley said. He reported that tests have shown 30 seconds to be the best length for commercials in most cases.

HAPPY with new job appointments are Dan Schmidt 3d (il), who has been named southeastern district manager of George P. Hollingbery Co., and Fred Hague, who leaves that position to become sales manager of Hollingbery's New York office. Mr. Schmidt, who will headquarter in Atlanta, Ga., formerly was WCON Atlanta and NBC recording division. Mr. Hague has been with the firm since 1937. Hollingbery also has announced its appointment as representative for WGST Atlanta, effective June 15.

Special Edition
SPECIAL 32-page tabloid style paper was printed by Eureka Newspapers Inc. on the 15th anniversary of KIEM and inauguration of KRED (FM) Eureka, Calif. Paper covers FM, station personnel and facilities. KRED has 4000 watts on Channel 242 (93.6 mc) and both stations are owned by Redwood Broadcasting Co.

It's just a wide place in the road ... and if you miss the 6:10 you're stuck until tomorrow ... but pile a lot of little Stone Cities together and you get a rock-ribbed market worth talking to." Out on the rolling prairies where ground conductivity is just what the boys pray for back East, WMT does a terrific job of covering thousands of these small communities.

The way to wear away the sales resistance of Stone City, et al, is clear: use WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for details.

* 1095 towns and cities dot the WMT (BMB) map, 1,131,782 people live within WMT's 2.5 NV line.

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WMT
CEZDAR RAPIDS
5000 Watts 600 K.C. Day and Night BASIC COLUMBIA NETWORK

HAPPY with new job appointments are Dan Schmidt 3d (il), who has been named southeastern district manager of George P. Hollingbery Co., and Fred Hague, who leaves that position to become sales manager of Hollingbery's New York office. Mr. Schmidt, who will headquarter in Atlanta, Ga., formerly was WCON Atlanta and NBC recording division. Mr. Hague has been with the firm since 1937. Hollingbery also has announced its appointment as representative for WGST Atlanta, effective June 15.

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New LOOK in Boston

WBZ-TV

From Boston's new Radio and Television Center comes this new Westinghouse service, Video for a 500-square-mile area... all of metropolitan Boston and far beyond... more than 3,000,000 people! WBZ-TV is the eastern anchor of the NBC Television Network.

WESTINGHOUSE RADIO STATIONS Inc

NATIONAL REPRESENTATIVES, NBC SPOT SALES—EXCEPT FOR KEX

FOR KEX, FREE & PETERS
SEAGOING disc jockey of KULA Honolulu, Captain Al III, returns from a visit to neighboring islands with Chief Engineer "Johnny" Johnson (center) and Skipper Bud Thompson. He records native talent for his show.

NEW OFFICE of Lewis Allen Weiss (II, Don Lee v. p. and chairman of MBS board, is shown to Edgar Kobak (r), MBS president, and Robert Swezey, MBS executive vice president.

AT PRESENTATION of Massachusetts Peabody Award to Yankee Network for its series, "The Yankee Network Institute," are (l to r) Lawrence Corcoran, state chairman, American Bar Assn.; Robert Segal, Bar Assn. moderator; James S. Towers, director of "Yankee Network Institute"; Robert Price, public information head, Bar Assn.; Mrs. Dorothy Krause, state chairman, Peabody Awards committee; Albert West, Bar Assn. moderator; Harley W. Wheelright, public relations director, Massachusetts Memorial Hospitals.

ARRANGING for WGN-TV Chicago telecasts of Northwestern U. football are (l to r) Bob Volgts, N. U. coach; Paul Furgy, WGN-TV sports producer; Ted Payseur, N. U. athletics director; Jack Brickhouse, WGN-TV sports service head; Ted Mills, WGN-TV program coordinator.

KGO-TV San Francisco is discussed by (l to r) Gayle Grubb, KGO manager; Mark Woods, ABC president; and Lee Koller, chairman, S. F.'s World Trade Center Authority.

ANOTHER year on KLAC Hollywood for Tilfords Restaurant is planned by (l to r) Fred Henry, KLAC program director; T. D. Harper, Tilford's owner; Sandy Woolf, Woolf Adv. head.

INSPECTING WWJ-TV Detroit facilities are members of George P. Hallingbery Co., with Harry Bannister (l, foreground) WWJ manager, as guide. Visitors (back row, l to r) are F. E. Spencer Jr., Warren Nelson, Tom Welstead. Frank McCarthy is at lower right.
PRESENTING a full range of studio productions and remote pick-ups... every type of telecast, serious drama to comies, sports and variety shows, celebrity interviews, homemaking, beauty, etiquette... plus the finest News pictorial reporting of the latest events and happenings... over New York's newest and best equipped station... WPIX offers unusual opportunity for advertisers. Program and advertising rates on request.

WPIX - 220 E. 42nd St., New York City or WPIX representatives outside New York, Free & Peters, 444 Madison Ave., N.Y. C.
WHEN IT RAINS, IT POURS*

That's applicable to a lot of situations—both personal and business.

When an account begins to "click", then the register rings. That's why more and more accounts are turning to WHHM—the station where sales take hold and where the audience acts.

Let the experience of others guide you in Memphis—

Use WHHM and make it always fair weather for sales.

WHHM
Independent - but not aloof
MEMPHIS, TENNESSEE

PAUL MCDONALD, general manager
FORJOE & CO., representatives

* A Tip of the umbrella to Morton's Salt

(Continued from page 14)
Five Telecasts Net 87 New Service Accounts for Davis-Buick!

Co-sponsoring the A's and Phillies baseball telecasts this season over WPTZ was a new experience for Philadelphia's oldest Buick Dealer, Davis-Buick Company. In fact, for 32 years the firm had stuck pretty closely to newspaper, direct mail and billboard advertising.

According to the J. Cunningham Cox Agency who placed the account, the sponsor was somewhat dubious about getting much in the way of direct results. As a result, all Davis-Buick commercials have been heavily on the "institutional" side—no special inducements...no prices...no shirt-sleeve selling.

After the first five telecasts, however, Davis-Buick discovered that the company had added 87 new service accounts directly attributable to television!

As a further check on television's pull, Davis-Buick offered a reprint of "Casey at the Bat" during the course of two telecasts. As this is written, they have received over 1000 requests to date with every mail bringing more letters and cards!

It's more than likely that television can do a comparable selling job for your client's product. WPTZ's nine years of experience in television broadcasting and the second largest television audience in the country offer an excellent opportunity to thoroughly test television as a selling medium. Drop us a line for the complete story.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building • Philadelphia 3, Pa.

Telestatus
(Continued from page 40)

Proposed
Allotments have applied.
Community. Chan. No. Fend.
Muskegon 7-12 None
Okaloosa City 2, 4, 5, 6 None
Poncea 11 None
Shawnee 6, 8, 10 None
OREGON
Astoria 7-6 None
Baker 9, 12 None
Bend 13 None
Eugene 2, 4, 5, 6 None
Klamath Falls 5, 11 None
La Grande 5, 7 None
Marshall 6, 8 None
Medford 3, 7 None
Medford 5, None

RHODE ISLAND
Providence 1

SOUTH CAROLINA
Charleston 7, 10, 13 None
Greenville 2, 4, 5, 6 None
 Spartanburg 10 None
Sumter 5-4 None

Note: Walter E. Hall, Anderson. asks Nos. 8 or 3 be allocated for Anderson.

SOUTH DAKOTA
Aberdeen 3, 5, 7, 11 None
Lead 2, 4, 5, 7, 9, 12 None
Mitchell 11, 13 None
Pierre 9, 12 None
Rapid City 9, 10, 12 None
Sioux Falls 5, 9, 12 None
Watertown 10, 13 None
Yankton 6-4 None

TENNESSEE
Bristol 10-6 None
Chattanooga 3, 6, 10, None
Clarksville 12 None
Dyersburg 4, None
Jackson 11, None
Johnson City 1-4 None
Knoxville 2, 4, 8, 11, 12 None
Memphis 2, 4, 5, 7, 9, 11 None
Nashville 3, 6, 8, 10 None

WBT-WTV Charlotte, N. C., opposes use of No. 3 at Johnson City.

TEXAS
Abilene 4, 7, 9, 11, 13 None
Amarillo 2, 4, 5, 7, 10 None
Austin 8, 9, 13 None
Beaumont-Port Arthur 3, 6, 8, 10 None
Brownsville 2, 4, 8, 11 None
 Corpus Christi 3, 6, 8, None
Corsicana 6 None
Dallas 4, 7, 9, 11, None
Del Rio 1-9 None
El Paso 2, 4, 5, 7, 9, 11 None
Fort Worth 4 None
Galveston 9, 11, 13 None
Huntington 4, 5, 7, 9, None
Laredo 5, 7, 11, 13 None
Marshall 3, 9, 11 None
Midland 12 None
Nacogdoches 5 None
Palestine 2-8 None
Port Isabel 5 None
San Angelo 2, 4, 5, 7, 9, None
San Antonio 3, 6, 8, 10 None
Sherman 6 None
Sweatwater 7 None
Tempel 7 None
Texarkana (See Arkansas) 9, 11, None
Tyler 5-9 None
Victoria 5, 9 None
Waco 3, 6, 10, 12 None
Weslaco 8, 10 None
Wichita Falls 8, 10 None

1 Addition of No. 10, or other channel, to Dallas is sought by City of Dallas. Subject to alternative, channel will be allocated to Dallas-Port Worth system, if Port Worth and Dallas channels, with addition of one, were proposed by Texas Television, with intent to secure concurrent assignment with new station.

2 Move of No. 13 or one of other channels to Galveston sought by Shamrock Broadcasting Co., Texas Television Co., Houston Post Broadcasting Co., and Harris County Broadcasting Co.

9 POPULAR STATIONS

each the leader in its own community, each influential and progressive, make up the South West Network serving Southern New Mexico and West Texas. Here's a prosperous area you can't afford to overlook, an area that's best and most economically be radio-covered by the Southwest Network. We would welcome the opportunity of giving you the complete story on Southwest Network.

WCHS
Charleston W. Va.

Page 42 * June 7, 1948

FITZPATRICK TO DIRECT TELEVISION RESEARCH

LEO J. FITZPATRICK, majority owner and chairman of the board of WGR Broadcasting Corp., Blyfalo, N. Y., has been appointed director of television research of the United Detroit Theatres Corp. Mr. Fitzpatrick, who lives in Detroit, will leave soon for Hollywood for a six-week television course at Paramount Pictures Inc., of which United Detroit is a subsidiary.

In making the announcement of the appointment, Earl J. Hudson, president of the theatre corp., said: "We believe there is a very close relationship between television and the motion picture industry. In seeking to person this head to this very vital division of our varied interests, we selected Mr. Fitzpatrick on account of his close affiliation with every phase of radio and his thorough knowledge of the broadcasting business, based upon 25 years experience. He will have complete charge of our research and television development in this area."

Mr. Fitzpatrick started in radio in 1929 at WDBA Kansas City and went to WJR Detroit in 1929 as programmer and then the station was purchased by G. A. Richard's, Mr. Fitzpatrick was made vice president and general manager and remained in that position untill 1948. A short time later he bought the controlling interest in WGR. In 1928-38 Mr. Fitzpatrick served as president of NAB and was also a member of the first Federal Radio Conference Committee.

9 POPULAR STATIONS...
Ms. Darrel Massey can help you in the Southwest. Your Westinghouse salesman has complete facilities at his finger tips to help you with broadcast problems—from planning to operation. Mr. A. Darrel Massey, one of several Westinghouse sales engineers, ably assists him in the southwestern area. His knowledge is backed by five years of commercial broadcasting experience, more than five years as a civilian radio engineer with the Navy and association with the Westinghouse Industrial Electronics Division since 1946.

No other transmitter gives you the important benefit of all key circuits in just two drawers*. It's exclusive with Westinghouse and it offers you these advantages:

- your transmitter won't become obsolete ... important FM developments are added to your unit by a simple drawer replacement.
- you stay on the air ... while one unit is being serviced, a stand-by can be slipped readily into place.
- maintenance and inspection are easier ... plug-in cables are long enough to permit inspection while the chassis is in operation.
- tube selection is unnecessary ... any tube that registers "good" will work in the Westinghouse-developed "pulse-counting" center frequency control circuit*.

These and other refinements—found only in Westinghouse FM transmitters—are the important little things that forestall obsolescence and protect your investment ... that cut your installation costs, simplify maintenance and keep you on the air.

Get the full story on the way these transmitter extras can mean money in your pocket. Ask your nearby Westinghouse office or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

*One generates the FM carrier and adds the audio; the other contains the "pulse-counting" center frequency control.

Here are more of these advantages!
- replace tubes in a matter of seconds
- easiest in the industry to inspect and service
- "finger-tip" reach for all tubes from the FRONT of transmitter
- only one control to adjust output power
- entire unit in only 3 cubicles cuts installation costs

FIRST OF ALL:

Westinghouse

PLANTS IN 25 CITIES ... OFFICES EVERYWHERE

BROADCASTING
CHICAGO TO BE VIDEO CENTER OF U. S.—EDDY

CHICAGO will become the video center of the U. S., in the opinion of Capt. William C. Eddy, director of WDBK, Chicago, the Balaban and Katz television station.

In an address before the Chicago Radio Management Club Wednesday, Capt. Eddy declared: "We are already well in the running to put Chicago in the lead, with New York and Los Angeles following in that order."

A quarter of a million listeners have provoked a "steady growth in sales," Capt. Eddy said. "Television now is in a 'hysterical stage,' has competitors bidding for popularity. This is healthy, however, and keeps us on our toes."

Capt. Eddy favors exclusive coverage of sports events by a single station, and a slow replacement of sports programs with shows of "greater general interest."

Although sports spectacles, such as a Sunday football game, attract customers, an indoor event is a safer bet because of weather variables, he said. Sports spectacles can lose a backer as much as $70,000 in one day, he observed.

SEVEN new commercial television stations were authorized last Wednesday by FCC including five grants which constitute initial video stations in the respective cities.

Two of the seven permits went to R. L. Wheelock, W. Pickens and H. H. Coffield, independent oil producers, doing business as Phoenix Television Co. and San Antonio Television Co., respectively, with Channel 5 (76-82 mc) assigned in both cities. The Phoenix permit is the first granted there while the San Antonio grant is the second made in that city.

Other cities which received their initial TV outlets are Davenport, Iowa; Greensboro, N. C.; Oklahoma City and Tulsa, Okla.; Seattle, Wash., also was granted its second video station.

Central Broadcasting Co., licensee of WHO Des Moines and television applicant there, received Channel 4 at Davenport, Iowa. It is affiliated in ownership with WOC Davenport. One application is pending in Davenport area with three channels proposed still available.

Greensboro News Co., permittee of WFMY-FM Greensboro, N. C. and publisher of the daily News and Record, was granted Channel 2 (64-60 mc). No applications pending there of the proposed channel remains open.

WKY Radiophone Co., licensee of WKY Oklahoma City and owned by the Oklahoma Pub. Co., recently, the parent firm publishes daily Oklahoman and Times and is owned by E. K. Gaylord and associates. Three of the four proposed channels are open now; one request is pending.

KOMO Grant

Fishers Blend Station Inc., licensee of KOMO Seattle, was granted CP for Channel 2 (64-60 mc). Radio Sales Corp., licensee of KRSC Seattle, earlier was assigned Channel 5. Two applicants contend for the two remaining proposed facilities.

George E. Cameron Jr., independent oil producer, was assigned Channel 6 (82-88 mc) at Tulsa. Two requests are pending there for the three remaining proposed facilities.

There remain four proposed channels for Phoenix with one application pending while at San Antonio, where six channels have been proposed; there are two requests on file for the three channels still open. Southland Industries Inc., licensee of WOAI San Antonio, earlier was granted Channel 4. Messrs. Wheelock, Pickens and Coffield also have video applications for New Orleans and Corpus Christi.

The new TV grantees:

Davenport, Iowa—Central Broadcasting Co., Channel 5 (76-82 mc), effective radiated power visual and audio 72.8 kw, antenna height above average term.

Members of AFRA Vote

AFRA members in New York, Chicago, Los Angeles, and San Francisco will vote in an NLRB referendum this week to determine whether the union is to continue as collective bargaining agent for U. S. radio artists. The New York area balloting is scheduled June 1 through 6.

New York radio performers may vote in Room 694 in the RCA Building, 30 Rockefeller Plaza, from 9 a.m. to 6 p.m. daily. All AFRA national contracts have contained union shop clauses since the union was founded in 1937, but under the Taft-Hartley Law an NLRB election must be held if the clause is to be retained.

549 Also on the June agenda of AFRA's New York local is the election of nine representatives to the union's national board, and 104 delegates to the 1949 AFRA convention to be held in Boston in August. Candidates follow:

American Radio has a universal appeal. Generations now growing up learn to switch the radio on almost before learning to walk and talk.

Because of this ready acceptance radio offers programs built for all ages of people. Each age group must not only be treated as potential consumers but, first of all, must be offered an entertainment fare palatable to their varying tastes.

As a service to the public and as a means of the advertiser reaching his selected market WGN presents such shows as:

Funny Paper Party * Youth Looks Up Citizens of Tomorrow * Juvenile Jury Swinging at the Sugar Bowl Adventure Parade * Family Theatre

Other shows not listed above and still others not even on the air we will gladly present to you to help solve your problems.
It tells the story...

NATIONAL "SELECTI

We said, "Give this great business a name worthy of its size." Agencies, station owners, publishers responded. They recognized the confusion, the double meaning of "National Spot" as a name to describe one of the greatest advertising mediums ever known. Their overwhelming approval and choice was for National Selective Broadcasting.

PAUL H. RAYMER COMPANY, Inc.
Incredible as it may seem, recent surveys show that ninety-one per cent of the advertising managers, the men who buy your time, don't know what "Spot" radio is. Moreover, they injuriously believe it to be limited to something it is not. They call it "CBs," "1-Ms," "spot announcements," "jingles," "nuisance advertising," or some leftover stuff—a means of covering ever narrowing concentric circles.

And in Canada, thanks to the hundreds of letters written by All-Canada Radio Facilities, seventy-six per cent of the replies came out flatly for adoption of the name National SELECTIVE Broadcasting.

To you "Spot" means something far bigger than just chainbreaks or announcements—but to your employees and to advertisers who buy your time, "Spot" will always mean simply—anouncements or spots on your schedule.

National SELECTIVE tells the story. It's not a short, trite or catchy name, but why should it be? It properly describes a means, a system of national advertising that competes with the greatest media—newspapers, magazines and networks. Selective broadcasting offers advertisers economies, direction and control not possible with any other means of selling goods to the nation. With it and it alone the advertiser can

SELECT his markets
SELECT his stations
SELECT his talent
SELECT his program
SELECT his time
SELECT his commercial

This is National SELECTIVE Broadcasting.

You may ask—why this campaign to change the name? Because you and we want more program business. We value announcements but we want more programs—big name ones sponsored by truly national advertisers on a national selective basis. Before you get any substantial increase in such business, you and your sales representative must have a name for it that advertisers can understand.

Let's get away from this little, this belittling word "Spot" with its double meaning and ambiguity. Let's give this great advertising medium a name worthy of its size. National SELECTIVE Broadcasting tells the story.

If you agree, or disagree, your opinion will be very much appreciated.

---

Radio Advertising • New York, Boston, Detroit, Atlanta, Chicago, Los Angeles, San Francisco

Paul H. Raymer Company, Inc.
366 Madison Avenue
New York 17, N. Y.

☐ I approve
☐ I disapprove

I suggest the name

Name
The ‘Sleeper’

FOR WEEKS there has been talk of a compromise wherein White House, White Jr. (R-Me.) of the Senate Interstate Commerce Committee, and Sen. Ed Johnson (D-Col.) would get together on their respective radio bills as a means of whipping through legislation at this session.

They got together last Tuesday. The result is a polygot “sense of the Senate” resolution (S.Res. 246) which combines the most objectionable provision of the moribund White Bill with the original Johnson clear channel break-down bill. It is difficult to conceive of a more abortive thrust against a free radio.

The White Bill portion of the resolution would impart to the FCC full jurisdiction over program performance and business aspects of station operations. It is in substance Section 326 of the White Bill, which was the provision that brought unalterable opposition from radio ranks.

Keep in mind, the new Johnson Resolution isn’t legislation at all. It does not require House concurrence or Presidential signature.

It uses a technique that would have legislative benefits without evoking the prescribed legislative procedures.

Congress plans to adjourn by the end of next week (June 19). Sen. White retires at that time after 30 years as a Congressional leader on one of Congress’ favorite issues. Sen. Johnson is determined to have his name on radio legislation.

A “sense of the Senate” resolution can rip through Committee and Senate like wildfire—particularly during the closing days of Congress. Hearings have been held on both hills. The record is closed.

The Johnson break-down portion of the resolution is a sweet morsel for anti-clear channel stations. But the White censorship sleper would wreak havoc for every licensee. If radio is caught napping on this one, the freedom fight could be set back a generation.

John James Van Nostrand Jr.

HAD Son followed father, the name of John James Van Nostrand Jr. would today be stenciled on the glass door of a legal firm’s office. Since that was not the case, his name is listed on Sullivan, Stauffer, Colwell & Bayles stationery as vice-president in charge of Hollywood operations.

Son of the retired San Francisco jurist, Superior Judge John J. Van Nostrand Sr., Jack Van Nostrand had no leaning to law books. He wanted to be a writer.

Life is a lot simpler today for Mr. Van Nostrand, who remembers when he was writing a dozen shows a week and produced several as well. Besides handling business details of the agency’s West Coast office, he today directs the weekly ABC Major of the Town, with Lionel Barrymore (Noxema); edits scripts and supervises production of NBC Hollywood Star Preview (Whitehall Pharamacal Co. for Anacin); and keeps a finger on the Jimmy Fuller Show on ABC and MBS (Carter Products Inc. for Arrin).

Born in San Francisco Aug. 24, 1905, he attended grade school in that city. Graduating from Lowell High School in spring of 1922 he went to sea for several months to gather atmosphere and experience for his writing career. After his first voyage he enrolled in the College of Commerce at U. of California at Berkeley in 1922. And along with participating in other campus activities, he became an associate editor of The Daily Californian.

When he was offered a job as reporter on the old San Francisco Bulletin in 1924 he left college. After 12 months with that daily newspaper, he shifted to the Anglo-California Bank for a two year association.

The urge to do creative writing persisted. So in summer of 1928 the courageous unknown hied himself to Hollywood to crash the movies as scenarist. It didn’t pan out. So he became a dramatic critic and did freelance writing. It was during this time that he wrote a series of humor articles for Game & Gossip, popular regional “slick” magazine of the day. Xavier Cugat did the illustrating.

C. Ellsworth Wylie, advertising manager of Game & Gossip, took an interest in young Van Nostrand. When the magazine ceased publication, Mr. Wylie became manager of KFI Los Angeles, key station of Don Lee Broadcasting System, then Western outlet for CBS. This was the radio turning point in Mr. Van Nostrand’s career.

Mr. Wylie offered him a job as continuity (Continued on page 50)

BROADCASTING • Telecasting
They tell us radio is getting to be a pretty competitive proposition. Not so long ago, in 1945, as a matter of fact, listeners hereabouts assorted themselves comfortably among five hometown stations. Now there are seven San Antonio A.M. stations, with an eighth in the early offing.

But all this influx of program fare hasn’t changed the preference of Southwest listeners for WOAI. Year in and year out, WOAI holds far and away the biggest share of listening homes. For instance, in the San Antonio Hooper Station Listening Index for March-April, WOAI pulls an over-all 43% share of audience—three times that of the number two station!

Why not ask your Petry man how you can cash in on WOAI prestige and popularity in San Antonio and the booming South Texas market?
It was in the fall of 1939 that Mr. Van Nostrand was made a program supervisor for Young & Rubicam, dividing time between New York and Hollywood. Don Stauffer, now partner and vice president of Sullivan, Stauffer, Cowell, & Bayles, was national radio director of Young & Rubicam at that time. And thus started a personal friendship as well as business association that has continued through the years.

Under Jack Van Nostrand’s supervision at that time was Silver Theater, Kate Smith Hour, Aldrich Family and We the People, Screen Guild Players, sponsored by Gulf Oil, was another of the shows which was supervised and worked on script.

Resigning his agency post for a wartime assignment, he joined the OWI New York radio staff in December 1942. And shortly after he found himself working under Don Stauffer who had been made OWI chief of domestic radio division.

With R & R in 1944

With the OWI assignment completed, in the spring of 1944 he joined the New York staff of Rauthauff & Ryan as script editor and supervisor, overseeing CBS Dick Haymes Show (Autolite), and NBC Frank Morgan Show for Pall Mall.

His immediate superior was again Don Stauffer, who meanwhile had left government service to resume the post of vice president and co-director of radio for Rauthauff & Ryan.

With formation of Sullivan, Stauffer, Cowell & Bayles, he rejoined from Rauthauff & Ryan in summer of 1946 to join his former business associate, Don Stauffer, and was appointed Hollywood manager of the new agency. Elevation to vice presidency came in January 1948.

Admitting that he is a poor golfer, he has no particular hobbies or forms of recreation. Radio is his hobby as well as his occupation. Definitely not a joiner, he has no club affiliations.

Julie Dillon was a radio actress whom he auditioned at KHHJ-Dona Lee. Today she is Mrs. Jack Van Nostrand. They were married in Los Angeles May 29, 1935, with his father tying the knot. They make their home in suburban Sherman Oaks, with daughter Juliane, seven months, as queen of the household.
Yes, Tulsa is building homes on a tremendous scale! The first two months of this year produced almost five times as much residential construction in Tulsa as in Oklahoma's second market! Construction of all kinds in Tulsa County for this period totaled $14,359,000.00 as against Oklahoma's second market figure of $5,137,000.00. Yet housing in Tulsa is far below demand and building continues.

New housing means new markets! Furniture, appliances, radios, rugs, mops, soap, dishes... the list is limitless. New housing means new happiness, too, for thousands of new Tulsa citizens!

The conversion from new Tulsans into Tulsa-boosters doesn't take long, for Tulsa is unique in many ways and newcomers fall in love with it in a hurry. It doesn't take long for newcomers to become KVOO fans, either. That's why KVOO's Hooperatings stay consistently on top, year in and year out.

Summing it up, smart advertisers always choose Tulsa as a must market and KVOO as the must station!
**FIRST 15 PROGRAM HOOPIERS—May 30 Report**

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<tr>
<th>Program</th>
<th>No. of States</th>
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<td>Red Skeleton (CH) 161</td>
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<td>CH Computer Hoopertied</td>
<td>11.2</td>
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</tbody>
</table>

*Includes First and Second Broadcast

**RURAL RADIO NETWORK IN N. Y. IS UNDERWAY**

Central New York's Rural Radio Network was scheduled to begin operations yesterday (June 6) with five of its six rural outlets, plus WGHF, its New York City affiliate.

The RRN executive staff, headed by Bruce Gervan, general manager, announced that the station's beginning operations are: WPNF Wethersfield, WNBF Rutland Center, WYFC Ithaca, WVCN DeRuyter and WVCV Cherry Valley. The sixth station WWBN Turin, is slated to start next month.

Operating hours are 11:45 a.m. to 7:45 p.m. weekdays and 1:45-7:45 p.m. Sundays, Mr. Gervan said.

**May Study Shows Sports Video Programs Favorable**

Of the 10 leading telecasts surveyed in May by Pulse Inc., New York, six were sports programs, with baseball placing as the favorite. Results were: Kraft- TV Theatre, Wednesday, Glantos-Boston, Sunday, WNBT Theatre Guild, Sunday, WABD, 44.0, Wrestling, Friday, WABD, 44.0, Wrestling, Saturday, WABD, 44.0, Wrestling, Thursday, WABD, 44.0, Box WBCB-TV, Broadway, Tuesday, WABD, 32.0.

**To Use Spots**

Although Spot announcement business is not available by Canadian Broadcasting Corp., for use on its own stations, CBC is making an exception in case of new CBW Winnipeg, 50-kw station opening June 1, and replacing CKY Winnipeg. All current contracts on CKY will be honored on CBW until contract expiration, except those which conflict with CBC policy. Spot announcements and flash announcements will be accepted on CBW for one year from July 1, subject to product acceptability and commercial continuity standards. Unacceptable products, under CBC commercial policy, are for the most part in the patent medicine field.

**COMING SOON!**

**FYI**

**Has a Top Hollywood Reporter. Guess Who?**

**FYI**

**Has a Leading Sports Writer. Guess Who?**

**FYI**

**Has a Great Political Reporter. Guess Who?**

**FYI**

For the Whole Family

**PRODUCED BY**

Ed Hart & Associates

1737 H STREET, N.W.

WASHINGTON, D. C. - RE. 4312

**BROADCASTING • Telecasting**

**RADIO - VIDEO SESSION AT NRDGA N. Y. CLINIC**

A three-hour television and radio session is scheduled by the National Retail Dry Goods Assn. for the opening day of its promotion and display clinic June 22 and 23 in New York's Hotel Pennsylvania.

The video and radio meeting, one of four sessions, will include as speakers Sam Cuff, retail consultant; Lawrence H. Foster, sales promotion manager of The Fair Store, Chicago, and Thomas Connolly, assistant manager of CBS program sales. Mr. Cuff will speak on "How Television Should Be Handed for Retail Purposes," Mr. Foster on his store's use of television as a medium and Mr. Connolly on "How to Tie in a Store's Sales Promotion Efforts with Radio and Television."

At the luncheon June 23 Mr. Connolly and Ira Hirschmann, president and general manager of WABC (FM) New York, will be among the speakers. Others on the program have not been announced.

**People Are Funny** Gets Skeleton Period for B & W

BROWN & WILLIAMSON TOBACCO Co., which dropped sponsorship of Red Skeleton on NBC Tuesday, 10:30-11 p.m., will sponsor People Are Funny in that spot beginning in the fall. Mr. Skeleton's program, under the sponsorship of Procter & Gamble, moves to Friday nights on NBC [BROADCASTING, May 31].

The Brown & Williamson summer show on NBC Tuesdays will be An Evening with Romberg, beginning June 5 at 8:30 p.m.

**More Co-op Sponsors**

The MBS Show, Fishing and Hunting Club, Mondays, 10:10-30 p.m., has added 15 co-operative sponsors, making a total of 83 local markets outside of the primary area sponsored by the MBS Co. through Walker-Dowing, Pittsburgh. Meet the Press, another MBS co-operative feature, is now sponsored locally on 54 stations, an increase of 12 in the past two weeks.

**It takes four—the four guarantees**

It takes four—the four guarantees published by WRNBX—English, Yiddish, German, Italian—can be heard over all New York, WBNX. New York's four-star station, fits the needs of all listeners, reaches all the people you want to sell in this multi-language area.
20,000 See "Ladies" at KRNT
Theater Jammed 5 Days, Yell for "Moore!"

TOP-RATED NEWS MEN

BETTY MILLS
51.8% of Des Moines radio listeners tune in to Betty when "Iowa’s most-listened to woman commentator" broadcasts daily. Her 10:30 rating beats the local Hoopers of Greatest Story Ever Told, Ol’ Gold Show, Big Sister, Readers Digest, Fulton Lewis, Ozzie & Harriet, and numerous other network shows.

KIDS’ IDOL
STAR MIDNEY
"Uncle Sam’s" 8.9 (93.3% of audience) leads Des Moines ratings of Jack Armstrong, Information Please, Nick Carter, Life Can Be Beautiful, Tennyson, Silver Pirates, Captain Midnight, Stella Dallas, and other programs.

SPINSTAR
GENE EMERALD
Afternoon disc jockey and vocal entertainer has rolled up a Hooper high of 11.8 (151 on Sat.) to snatch over 50% of the local audience. He out-rates Paul W. Whitman Club, Martin Block, Harvest of Stars, Blondie, All-Star Western Theater, America’s Town Meeting, Galen Drake, Light of the World, and others, in Des Moines.

OUTLOOK Conditions right for Timebuyers to plant advertising message in fertile minds of KRNT’s huge audience for bumper sales yield in Iowa.

FOR SECOND STRAIGHT YEAR
KRNT Personalities Out-Hooper Most Network Shows

IRON MAN
Most Have Two-Figure Ratings

Majority Command 42 to 59% of Des Moines Audience

Buy KRNT’s greater audience—"higher than network" ratings... no guess - no test - no distress...

...wise advertisers seeking to tap the extra rich Iowa market at lowest cost will ask a Katz man about...

That very highly Hoped-on, Sales results premixed, ABC affiliated, Station in Des Moines.

STORY OF A PERENNIAL ★ The carnation—a name applied to many varieties of the clove pink—has been cultivated for more than 2,000 years. Because the flower’s pink hue had long symbolized glowing health, fifty years ago officials of a newly organized evaporated milk business adopted the name, Carnation Company.

In January, 1932, the Carnation Company inaugurated the Carnation Contented Hour on NBC, designing it to be “a musical presentation of the widest popular appeal.” For many years the program opened with the loy ing of cows and the clanging of cowbells. To this day the theme melody, although greatly modernized, remains “Wait Till the Cows Come Home,” sung to fame by Fred Stone in the 1918 musical comedy “Jack O’Lantern.”

Now in its 17th year on NBC and its 16th year at the same time Monday night, the Carnation Contented Hour is outstanding proof of the value of constancy in advertising. Through its long service on the same network at

**AMERICA'S NO. 1 NETWORK**
the same hour each Monday night, the Carnation Contented Hour has become a household word and Carnation Evaporated Milk has welcomed an entire new generation in American homes from coast to coast.

This year while the Carnation Company celebrates its 50th anniversary, the Carnation Contented Hour continues to blend the best of popular music, new and old. Today, this musical homogenization is accomplished by Ted Dale, conductor of the orchestra and a brilliant arranger, with Buddy Clark, a top-ranking vocalist.

How to build a contented audience? Pack a half hour solid with the kind of music everybody likes. Keep it up to date with appealing modern arrangements. Let it flow over the powerful facilities of the NBC Network. Time it in the midst of other great programs heard on NBC. Let the listeners be the vast NBC audience. The result: a half hour that leads millions of listeners along Monday's Milky Way of music, song and entertainment.

...the National Broadcasting Company
STATION TRANSFERS 6 AM, 1 FM Approved

TRANSFERS of six standard stations and one FM outlet were approved last Thursday by FCC.

WEAM and WEAM-FM Arlington, Va., was granted transfer of control from J. Maynard Magruder et al to Harold H. and Meredith S. Thomas, North Carolina broadcasters, for consideration of $67,500.

KERO Bakersfield, Calif., received counsel from The Duluth News, New York, for $25,000. Competitive bid of Kern County Broadcasters was dismissed as Commission found firm not financially qualified. Chairman Wayne Coy voted for hearing in case.

KSTP Sulpher Springs, Tex., was granted transfer of control from John S. Smith and associates to new group headed by Earle Fletcher, manager of KGVL Greenville, Tex., and Truett Kimzey, KGVL licensee. Price was $45,795. Clifford J. Darr voted for hearing.

Other transfers approved included KERS Elko, Nev., WGLG Galesburg, Ill., and WVLN Oney, Ill.

Details of the transactions given Commission approval follow:

WEAM and WEAM-FM Arlington, Va.—Granted transfer of control of Arlington-Fairfax Broadcasting Co., Inc., licensee, from J. Maynard Magruder, 12.14%, William S. Banks, 12.14%, Samuel F. Hoth, 32.25%, Harold G. Bentley, 32.25%, Thomas Broussard, 5%, and to Harold H. and Meredith S. Thomas for $67,500. Mr. Thomas is 90%, owner of WISE and WISE-FM Asheville, N. C. His wife, Meredith, is assistant manager of the stations. Mr. Thomas also is owner of WRTH Durham, N.C., and owns 25% of Inter-City Adv. Co. Inter-City is licensee of WAVS and WAVS-FM Charlotte and WCNX Columbia and permitted to use WCNX-FM green light N. C. At the date of sale last February WEAM claimed a 12-month operating loss of $6,213.81 [BROADCASTING, Feb. 9]. WEAM is assigned 1 kw daytime on 1360 kc.

KERO Bakersfield, Calif.—Granted assignment of license to J. E. Rodman to Paul R. Bartlett, station manager, for $25,000. Dismissed application of Kern County Broadcasters seeking assignment to itself of station. Mr. Rodman is president and 46% owner of California Inland Broadcasting Co., Inc., which has assumed operation of merged interests of Mr. Bartlett and Tulare-Kings Counties Radio Assoc., as KFRE Fresno (KTRC Visalia). Merger was consummated upon his disposal of KERO. Kern County Broadcasters is owned 65% by Peter K. Ogilvie, KERO engineer-salesman, and 35% by Thomas H. Reese, associated with agricultural business interests. KERO is assigned 3250 w on 1250 kc.

KSTS Sulphur Springs Tex.—Granted transfer of control of Hopkins County Broadcasting Co., licensee, from Howard S. Smith, 40%, Howard Hicks, 36%, W. E. Smith, 10%, and Ross Bohannon, 14%, to Earle Fletcher, manager KGVL Greenville, Tex., and Truett Kimzey, licensee KGVL 24%. J. C. Elliott, farm equipment dealer, 20%, William N. Edwards, investment banker, 20%, and J. Warren Lyman, accountant, 10%. Consideration: $43,750. Mr. McInnis is part owner of KMBH Hillboro, Tex. KSTS is assigned 250 w on 1200 kc.

WGLG Galesburg, Ill.—Granted transfer of control of Galesburg Broadcasting Co., Inc., licensee, from Omer N. Cutrer and Sidney Nirdlinger, both deceased, to Galesburg Printing and Publishing Co., estates of the deceased transfer complete holdings. 100%, to publishing firm which prints daily Register-Mail. No consideration involved. Other stockholders retaining holdings in licensor include Howard A. Miller, president and 36% owner, and Burrell Hill, secretary-treasurer. Mr. Cutrer died in 1942, Mr. Nirdlinger in 1944. WGLG operates on 1400 kc with 500 kw.

WVLN Oney, Ill.—Granted transfer of control of Oney Broadcasting Co., Inc., licensee, to H. H. Poole, president, general manager and 51% owner, as individual to Mr. Poole as trustee of 51% interest under voting trust agreement. Under stock reorganization Mr. Poole’s holdings were reduced from 51% to 28.6% of total votes issued. Under voting trust arrangement number of other stockholders put their voting stock into trust pool in return for preferred holdings. In addition to Mr. Poole there have been 24 other minority stockholders. WVLN is assigned 250 w on 1400 kc.

KERS Elko, Nev.—Granted assignment of permit from Hershel Buntin, wine owner doing business as Elko Service Co., to new firm named Eko Broadcasting Co. and composed of Mr. Buntin, 16.51% owner; Chris H. Sherrill, 50% owner of Elko Daily Free Press, president and 17.86%, R. C. Ellis, 15%, manager Stockmen’s Hotel, vice president 15.33%, and Orville R. Wilson, attorney, secretary-treasurer 17.86%. Mr. Buntin receives stock, valued at $3,900, for investment in station to date. KERS is assigned 250 w on 1340 kc.

Republican Ad Agency

REPUBLICAN National Committee is retaining Lockwood-Shackelford Adv., Los Angeles, to handle campaign in 11 western states. It is understood that budget of approximately $250,000 will be used for radio, in spot announcements and quarter-hour programming. Television is also being considered.

FM Assn. Readies Convention Plans

NOTICE of advance registration for the second annual convention of FM Assn., to be held Sept. 27-29 at the Hotel Sheraton, Chicago, have been sent to the membership by Bill Bailey, executive director.

Officers and five directors will be elected at the meeting. The officers to be elected are president, vice president, secretary, treasurer, general counsel and engineering counsel. Directors whose terms expire are Marion Clark, WGNB Chicago; Frank A. Gunther, Radio Engineering Laboratories; Ray mond F. Kohn, WMFZ Allentown, Pa.; M. S. Novik, Unity Broadcasting Corp., New York; Stanley W. Ray Jr., WRCM New Orleans.

Four-plex agenda is being completed by Mr. Bailey and Miss Claire, who is convention chairman. It will cover programming, selling, promotion and dealer cooperation, and technical phases of FM broadcasting.

Three contests open to member stations and their personnel will feature the proceedings, with prizes to be awarded, but FMA is not ready to announce details.

The convention will be $20 if paid before Aug. 15, $25 if paid after that date. FMA has reserved most of the Sheraton’s facilities for its three-day program.

Taft TV Postponed

SEN. ROBERT A. TAFT of Ohio, who was to have appeared last Thursday on the CBS video series, “Presidential Tommy,” was forced to withdraw because of a speaking engagement in the Senate, but will go on the series later in the month, possibly in a special June 18 broadcast. Series opened May 27 with Harold E. Stassen as guest (see story page 61), Gov. Earl Warren of California is slated to appear June 10. And CBS is hopeful that Gov. Thomas E. Dewey of New York may be the June 17 guest although arrangements for that are not definite as yet.
IN THE BATTLE FOR THE LISTENER'S EAR...

Here's increased coverage for your station!

with the new

LIMITING AMPLIFIER

MEMO TO STATION MANAGERS:

- Increases modulation and thus makes signal reach farther, sound clearer.
- Raises effective signal strength—this means increased coverage.
- Low installation cost—quickly, easily mounted in G-E Audio Cabinet Rack.
- In FM, too—protect your listeners against receiver distortion caused by transmitter overswing. Dynamic range, so important in FM, is maintained.

MEMO TO ENGINEERS:

- Increases average level of modulation as much as 8 to 10 db.
- Anticipatory circuit prevents overmodulation—even on the first half cycle of the overmodulation peak. Automatic recovery time improves program fidelity!
- Prevents distortion and adjacent channel splatter.
- G-E popular hinged panel construction—easy to get at.
- Vertical mounted for better ventilation.

Fits neatly into your audio cabinet—attractive, sturdy, quiet. But what a wallop it packs when you want attention from Mr. Big—the listener!

Based on engineering developments by CBS engineers, the Limiting Amplifier has been designed by General Electric to give you greater coverage and more potential listeners without changing your present transmitter or antenna.

For more information, call your nearest G-E broadcast equipment representative, or write us. Transmitter Division, General Electric Company, Electronics Park, Syracuse, New York.

G-E Limiting Amplifier at the 50,000 watt transmitter of WTOP, Washington, D. C.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

BROADCASTING * Telecasting

June 7, 1948 * Page 57
FCC BLASTED

Hennock Also Scored
By Rep. Vursell

REP. CHARLES W. VURSELL (R-III.) told the House last week that "no department of government throughout the years has been so consistently bad as the FCC" and that "a change of administration in November [elections] is the only hope for relief."

He foresaw "continuance of maladministration" through President Truman's nomination of Miss Frieda B. Hennock for a Commissionership, and, referring to FCC station grants to Toledo Attorney Edward Lamb, declared: "In the Bogota revolution and elsewhere, radio and other forms of communication were immediately seized; but it seems that here in the U.S.A. the subserviels will control them in advance."

His reference to Mr. Lamb, who has been charged with Communist association by Rep. F. Edward Herbert (D-La.) and whose social and political views have been questioned by rival radio and newspaper interests, prompted Rep. Homer A. Ramey (R-Oho) to point out that Mr. Lamb denies he is a Communist and has asked "the opportunity to appear here and look his accusers in the eye and answer questions."

Rep. Vursell replied that "Mr. Lamb certainly has a very questionable record dating back many years" but that "I agree anyone accused should have an opportunity to state his position and refute accusations if he can.

The Illinois Congressman said "FCC well knew that Lamb's book, The Planned Economy in Soviet Russia, strongly approved the Russian system for adoption in the U.S.A. Lamb reiterated before the FCC that his book represented his views in 1934, then filed an affidavit saying he wanted to see changes and improvements made in the U.S. by constitutional means. That is communism in its mildest, convenient and shifting form."

Mr. Lamb and his wife have substantial interests in WTOD and WTOD-FM. Toledo television grantees at Columbus and Brie, Pa., and FM grantees at Erie and Mansfield, Ohio.

Hits FCC Appointment

Rep. Vursell said "it is difficult to visualize how the officials of the FCC could have given a worse administration of this department than it has during the past few years. The recent appointment by President Truman of Miss Frieda B. Hennock, of New York, to a seven-year term as a member of the Commission instead of a leftist in this important position and certainly does not point to better administration."

"She reputedly has been, or still is, a member of the National Lawyers Guild, branded as a Communist front organization by the Attorney General. Her appointment holds out no hope for better administration but indicates a continuance of maladministration. Fortunately the Republican controlled Senate will hold up confirmation until the next session of Congress. In the meantime the election of a Republican President may give an opportunity to clean up this department."

WSYR Sold to Newhouse
For Sum of $1,200,000

FORMAL transfer of WSYR Syracuse from Wilder to Newhouse was effected last Tuesday with the payment of $1,200,000 by newspaper owner Samuel J. Newhouse to Harry S. Wilder. The FCC previously had approved the sale.

Mr. Wilder continues as president and general manager. Mr. Newhouse is treasurer, and his wife, Mitzi E. Newhouse, is vice president and secretary. Board members include Ernest L. Owen and E. A. O'Harra, publishers respectively, of the Syracuse Newhouse-owned newspapers, Journal and Post-Standard.

Hennock

(Continued from page 23)

appearance before the subcommittee.

While the full committee customarily meets every other Thursday, this schedule has been stepped up because of the heavy volume of business before it and the approaching adjournment. Chairman White may call the committee anytime this week, depending upon notification from Sen. Brewster on the Hennock matter.

GOP Policy

The Republican policy, it was indicated, is not directed against particular individuals but rather is a strategem to preserve vacancies until after the elections so that the incoming President will have a free hand in making his own selections. The GOP thinking, of course, is along lines of a Republican victory, irrespective of the GOP nominee.

Sen. Taft is understood to have said last week that it was not definite that the Hennock confirmation would be by-passed, but that it was "probable," consistent with the non-confirmation policy.

Another high-ranking Republican observed that the Republican majority would like to see a woman on the FCC but not a "Republican woman."

Miss Hennock bore the brunt of an attack on the House floor from Rep. Charles W. Vursell (R-III.). He branded her as "another leftist" and a member or former member of the National Lawyers Guild (See story this page).

In Miss Hennock's behalf it was stated last week that she, along with a number of other prominent New York lawyers, originally had joined the Guild when it was established under the auspices of the American Bar Assn. It was added that she promptly resigned her membership when it took on a decided leftist aspect.

FULLTIME operations began Tuesday on WSYR-FM radio. The station went on the air with an experimental, parttime schedule since October. Station is the only FM outlet in the quad-city area.

BILL O'NEIL, President

WJW

BLASTED

Wisconsin's newest and most powerful radio station
in Madison the capital city

10,000 Watts 1970 on your dial

WKOW

Affiliated M.B.S.

MADISON 3, WISCONSIN
Headley-Reed Company

The time is 12 to 1 and the odds are the same in your favor - on Anything Goes!

Anything Goes - midnite to 1 across the board on Cleveland's Chief Station - is an odds-on favorite with a huge group of listeners. They're adult, yet young enough to enthuse about our program — your favorite.

For added coverage in the great Cleveland market — ask Headley-Reed about Anything Goes!

BROADCASTING • Telecasting

CHNS

HALIFAX • NOVA SCOTIA

A CAPITAL Station In A CAPITAL City gets You CAPITAL Results!

Ask JOS. WEED & CO.
350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!
Plenty of "packages" . . . . and programming "know-how" too!

You want a "packaged show" to sell your wares in the Philadelphia area? KYW has it for you! Take your choice from dozens of transcribed features . . or from plenty of KYW live programs . . Musical Shows, Variety Programs, Sports Shows, Kid Programs . . KYW has them on the air now, with a ready-made audience in the nation's third market.

But . . if you don't see what you want, ask for it! KYW has the programming "know-how" to build a show to suit your product, and your plans, to a T. Our writers, producers, arrangers, actors and announcers know the Philadelphia audience . . know what they like and how to give it to them. Find out what this localized skill can do for you. Consult the KYW Sales Department or NBC Spot Sales.

KYW
Philadelphia's NBC Affiliate
50,000 Watts
COMING SOON!

**FYI**
A NATURAL for Agency and Station Salesmen

**FYI**
Top-Name Talent Galore

**FYI**
Top Listener Interest

*Produced by*
Ed Hart & Associates

1737 H Street, N.W.
WASH., D. C. • RE. 4312

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**NBC TV**
(Continued from page 27)

...to one hour a day, he stated. He explained that two special cameras ("costing $9,000 apiece and no one has them in mass production to bring that figure down") are needed to record each program.

As for the cost of making kinescopic recordings, Mr. Strotz said that NBC will sell one of a half-hour program for $180 for the negative plus $60 a print.

NBC is planning immediate expansion of its newsreels, he said, from the present four, including the weekly summary, to possibly six plus the summary. As NBC video stations go up in Cleveland, Chicago, and Hollywood, the network will maintain its own newsreel crews in those cities to shoot newsworthy events for telecasting on station across the country.

Mr. Strotz said that these stations will be ready to begin program service by mid-October, well in advance of the original schedule. Asked about the quality of KOFH, he said that talks had been held but without results to date. To further questioning on the possibility of NBC trying to break the FCC limit of five TV stations to a single owner, he pointed out that it costs today about $300,000 a year just to operate a single station and that annual maintenance bills of $1,500,000 seemed enough for one company, even for NBC.

**N. Y. Studios**

In New York the present two Radio City TV studios will soon be augmented by the three sound stages NBC has leased from RKO-Fathe, he said, reporting that the studio should be ready for video use early in July, and the smaller studios ready in November and December, respectively.

Regarding talent contracts, Mr. Strotz said that he had talked with George Heller, national executive secretary of AFRA, and head of a committee representing Screen Actors Guild, Equity, and other AFL talent unions, but no contract had been completed yet. He expressed the hope that television can work out a contract as good as that of the Screen Actors Guild with the motion picture producers, which he termed "the fairest deal I know of."

Questioned about theatre pickups of broadcast video shows, Mr. Strotz said that NBC attorneys believe the broadcaster has rights which would be violated if their programs were used by a theatre without permission. He said that no one has approached NBC regarding such permission, and when one reporter said that a movie exhibitor was planning to reproduce parts of the convention telecasts for its audiences he replied that although NBC has no desire to go to court, it certainly will do so if necessary to protect its rights.

**Hooper Reports Covering All of U. S. Are Mailed**
COMPLETE U. S. Hooperating reports, newly-expanded service of C. E. Hooper Inc., were mailed to subscribers June 7. A letter of transmittal from C. E. Hooper, president, stated that the following four developments would result from the reports:

1. Adjustment in the number of stations purchased per network to cover the national market.
2. Scrutiny by the sponsor of his own product-use-market-data analyzed by population groups compared with city, town, and rural audience data, to the end that a clearer parallel be effected between the market for the product and the appeal and coverage of the program.
3. Revision in certain network schedules to the end that programs, with comparable audience distribution between city, town, and rural become available to listeners in sequence along the lines of mood programming developments of recent years.
4. A new network program policy involving the dovetailing of a program with demonstrated city appeal on one network with a program of demonstrated rural appeal concurrently broadcast on another with resultant increases in overall listening audiences and expansion (other things being equal) in the present concepts of the volume of sponsored network programming which can be carried economically.

**8 Times BIGGER!**

This year WDNC has a primary of eight times more people making six times more retail sales. This whopping big jump is the result of WDNC's rise from 250 watts at 1490 on the dial to 1000 watts day and 1000 watts night at 620 on the dial. Before selecting your markets and advertising in North Carolina—the South's Number One State—be sure to get the new WDNC story. We and Paul H. Rayner, our national representatives, are at your factual command.

**WDNC**
DURHAM, NORTH CAROLINA

5000 WATTS
620 KC CBS

BONUS: WDNC-FM 36,000 WATTS

OWNED BY THE HERALD-SUN NEWSPAPERS

**PHILADELPHIA'S No. 1 Station**

FOR PROMOTION!
CAR CARDS • 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL

10,000 Wills 7 WBG

REPRESENTED Nationally by Adam J. Young, Inc.

**Mr. STROTZ**

**WBBG**

**MIWAKUKE COUNTY Radio Council** voted "Mr. Jaycee" program on WTMJ Milwaukee most outstanding program produced by local station in Milwaukee during 1947 to May 1, 1948.
WINCHELL ON WAGES

Commentator Sees Trend, Gets
Himself $130,000 Boost

WALTER WINCHELL, who can
spot a trend at a range beyond
that of normal human eyesight,
last week noticed a third postwar
round of wage rises was going on.
Not to be outdone by fellow labor-
ers, Mr. Winchell arranged a sal-
ary boost for himself, $130,000 a
year.

To reach what must be regarded
as definitely a living wage, Mr.
Winchell parted company with
Andrew Jergens Co., his sponsor
for 16 years. Jergens would not
go higher than the niggardly $390-
000 a year it had been paying him.
He accepted an offer from ABC,
that network under which he has
been broadcasting, for $520,000.

The commentator was reported
to have been offered $520,000 by
CBS to leave ABC and appear
on Columbia Sundays at 9 p.m.,
the period in which he now broad-
casts on ABC. When ABC matched
the CBS offer, Mr. Winchell elected
to stay where he was.

The decision to leave Jergens
was probably influenced by differ-
ences with the company over the
middle commercial, on which the
firm insisted, and other matters.

The ABC contract is effective
Jan. 1, 1949, and extends for one
year with an option for renewal.
The network will endeavor to sell
the Winchell program as a pack-
age. Mr. Winchell will continue
to broadcast for Jergens until
Jan. 1.

STANFORD U.-NBC Summer
Institute Opens June 17

STANFORD U.-NBC 1948 Sum-
mer Radio Institute opens June 17.
Allen Miller, director, announced
Thursday that 14 courses in com-
mercial and educational radio will
be taught by members of the
KNBC San Francisco staff and
Stanford faculty.

The institute, to run until Aug.
28, will place special emphasis on
professional training for workers
in the radio industry.

KNBC personnel scheduled to
conduct some of the courses include:
General Manager John Northwood;
Dale Wolf, chief announcer; John
Groover, staff announcer; Tony
Freeman, musical director; Budd
Boyes, music specialist; Dick
Bertrand, writer-producer; Malcolm
Means, free-lance writer; John
Thompson, manager of news and
public affairs; Alfred Crapsey, sales
manager.

Ohio Research Panel

A NEW consumer research panel
devised by two Ohio State U. staff
members, Dr. Kenneth Damron
and Dr. Sam Arnold, has been or-
ganized in Columbus, Ohio. During
experimental research, several
groups were used in surveys in-
volving personal opinion, brand pref-
ferences, attitudes toward radio pro-
grams and commercials, retailing
and similar problems. It also is
possible to set up the panel on a
state-wide basis.

Stassen Sees TV's Role
In Upcoming Elections

BELIEF that television will play
a major role in the current Pres-
idential campaign was expressed
by Harold Stassen, GOP hopeful,
after he inaugurated the CBS video
series, "Presidential Timber," on May
27. The program originated at
WCBS-TV New York, and was also
shown by WMAR-TV Baltimore,
and WMAL-TV Washington.

Mr. Stassen told reporters after
the program, which ran 9:9:30 p.m.,
that he had been rehearsing for
it since early morning. "I believe
that in the future all public figures
will have to use television just
as they have had to use radio," he
declared. "My information is
that the television audience is
increasing rapidly. I believe that
television will have an important
effect on the 1948 campaign and
election."

AFM HOLDING ANNUAL
CONVENTION JUNE 7-11

AN ESTIMATED 2000 delegates
to the 51st annual convention of
the American Federation of Mu-
sicians are expected to attend ses-
sions in the Asbury Park, N. J.
convention hall starting today,
June 7, and continuing through
Friday, June 11.

James C. Petrillo, AFM presi-
dent, will open the convention with
his annual address, starting at
2 p.m. today. Tuesday's sessions
will feature committee work.

An address by Sen. Wayne
Morse (R-Ore.) and a report by
Milton Diamond, AFM general
counsel, will highlight Wednesday's
sessions. Thursday's proceedings
will be devoted to nomination of
new AFM officers, to be voted on
Friday.

Wayne Coy, chairman of the

RCA Exhibit

RCA's one-year-old Exhibition
Hall in New York, the firm's permanent display of
the field of electronics, is said
to have been viewed by more
than 1,100,000 people since it
opened May 15, 1947. Major
event during the year was the
broadcasting of the World Ser-
ies last fall, when demands to
view the games were so great
the hall closed its doors to the
public for the first time.

FCC, was to have addressed
the convention on Friday morn-
ing. Late last week, however, Mr. Coy
told the AFM he would be unable
to attend, and sent his regrets to
the federation.
DUPPLICATION

Separate AM, FM Shows Opposed by Howe
By JAMES I. HOWE
President and General Manager, Chanticlear Broadcasting Co., New Brunswick, N. J.

SINCE Dec. 5, 1946, we have been operating a 250-w independent station. We have tried very hard . . . to develop a station that would operate in the true meaning of "public interest, convenience and necessity". For more need is there of building an FM station and the question that perplexes us is: "Shall we duplicate our present AM programs or shall we develop an entire new programming structure for FM?" Let's look at the situation.

We are now broadcasting five 15-minute news broadcasts a day: 7:46 a.m., 12 noon, 2:46 p.m., 6 p.m. and 10 p.m. Each of these newcasts comes from eight to ten minutes of local news, gathered, compiled and edited by a three-man local news department. QUESTION: What shall we do to give different service on FM—change our broadcast time, write different news, use separate programming?

At the present time we have an "in-school listening" program five days a week at 1:45 p.m. in which 104 schools participate. QUESTION: If we change programs differently on FM, shall we change the time of the program which is based on the school's own request, the contents of which are based on the needs of the schools, or offer an additional program which the schools are not prepared to absorb?

At 8:30 each Monday evening we have a senior forum on our AM station in which the business men of the town discuss affairs of importance to them. QUESTION: Would we be doing anything additional for our community if on FM we put another and a different forum, and divided the audience of our present forum which we feel reflects the attitude of the citizens of the community?

Junior Forum Broadcast

On Tuesday evening at 7:30 we broadcast on our AM station a junior forum conducted by and for the high school students in our community. Who would compose the show of another and different forum in the same school?

On Wednesday evenings at 7:30 the Parent-Teacher Assn. of the county holds a round-table discussion. What shall we do with this program under the principle of separate programming?

On Thursday evenings at 7:30 we have the Rutgers Forum of the Air which is composed of leading figures from the State of New Jersey. Shall we request Rutgers to give some more leading figures for a different forum for our FM station?

Our station policy at present is not to use boogie-woogie or jazz on the air. Will we be providing an additional service in this program boogie-woogie and jazz on FM? Will the added fidelity of 15,000 cycles add to the pleasure

MINIATURIZATION is the word for the Signal Corps program which is streamlining its equipment to the point where, for example, a sending and receiving radio set is the size of a package of ciga-

ettes. Signal Corps has also developed midget storage batteries weighing only five and a half ounces, but able to produce enough electrical energy, when used four to pack, to operate a transmitter up to 100,000 feet above the earth's surface. Many other units of electronic equipment have been similarly miniaturized, and at the same time made more durable. And "the floor of miniaturization" has not yet been reached, says Col. E. R. Petzing, chief of the Engineering and Technical Division of the Signal Corps.

MBS 'Zoom' Lens

STATIONS affiliated with MBS will be able to obtain the "new zoom" lens through the network as the result of its joint development by engineers of the Don Lee Broadcasting System and Joseph B. Walker, Hollywood motion picture cameraman. Lens is currently being used by W6XAO in presentation of MBS Heart's Desire program making possible "a reasonably long shot and a close-up."

WSAV

620 kc - 5000 watts - full time

Weed and Company National Representatives

Broadcasting - Telecasting

Radio and TV Schools

FIRST MEETING of newly formed Nat. Assn. of Independent Broadcasting and Television Schools was held May 29-31 in Washington. Aim is to promote highest educational standards in private radio and TV schools, advance interests of its members, promote mutual exchange of information and establish and maintain friendly relations with agencies governing private schools and their students. Another meeting is planned, probably in Chicago, for early Septemper.

Philo and WGPA Agree

Separate Share of Facilities

PHILCO Television Broadcasting Corp., licensee of WPTZ Philadel-
phia, has contracted with WGPA Bethlehem, Pa., for use of certain of the latter's facilities for Philco's proposed Allen-town - Bethlehem - Easton video program.

In announcing agreement, E. B. Loveman, vice president of the Philco organization, cited the many advantages to Philco and WGPA in serving the Lehigh Valley. He proposed television tower, "would be mounted on the WGPA-FM tower located on Applebluff Road, thus putting our antenna 1,002 feet above sea level."

In addition, Philco will lease office space in the WGPA building and has arranged for joint of WGPA's studios. Philco plans to build its own transmitter building adjacent to the WGPA tower site.

Upcoming

June 13-16: National Industrial Adver-
sisers Assn. annual convention, Lord Baltimore Hotel, Baltimore.
June 13-16: Advertising Federation of America's annual convention, Hotel Netherland Plaza, Cincinnati.
June 13-17: Advertising Assn. of the West, annual convention, San Francisco, Calif.
June 14-15: American Marketing Assn., spring conference, Hotel Statler, Wash-
ington, D.C.
June 14-17: Radio Manufacturers' Assn., annual convention, Stevens Hotel, Chica-go.
June 16-19: Florida Assn. of Broadcasters, annual convention, Colonial Or-
ange Court Hotel, Orlando, Fla.
June 21-23: Republican National Con-
vention, Philadelphia.
June 21-25: American Institute of Elec-
trical Engineers, summer general meeting, Mexico City, Mex.
June 23-26: Newspaper Advertising Executives Assn., summer conference, Chateau Frontenac, Quebec, Canada.
June 26-28: Kentucky Broadcasters Assn., spring meeting, Seaboard Hotel, Louisville, Ky.

It's 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.
BOEING REOCCUPIES PLANT

DEFENSE WORK IS SPURRED BY WICHITA MOVE

Program Here Calls for Modernization of B-29 Bombers

As we report, Boeing Aircraft Company, which during the war employed 36,000 persons in Wichita, announced Friday that it is reoccupying part of the huge facilities at the No. 2 plant here.

J. E. Schaefer, vice-president and general manager of the Wichita Division, made the following statement:

"All the material, equipment and facilities can be turned in conjunction with the War Department, and the war..

"The duration of the activity has not been determined. The Boeing Company is merely returning to evaluate facilities in the full scope of the project.

"The chairman of the Board of Directors said the number of additional employees to be required is yet to be determined, but it is known that the number will be limited. We have no additional information to offer in this connection."

The announcement of the Boeing reoccupation of the plant is a significant milestone in the history of the Wichita area. It is also one of the many things which make Wichita your NO. 1 MARKET in Kansas — KANS your NBC station in Wichita.

MORE POWER! BIGGER MARKETS! BIGGER INCOMES!

WICHITA, KANSAS

KANS

Affiliated — NATIONAL BROADCASTING CO. — 1240 K.C.

Represented by

TAYLOR-HOWE-SNOWDEN Radio Sales, Inc.

A lusy, growing market... a "FIRST MARKET" which is a bigger and better buy than ever before. KANS is going to more power soon — 5,000 watts... "Boeing Reoccupies Plant"... Wichitas' population is expanding. These are sign posts that all who run (to good markets) may read.

The expansion program entered upon by our government in the interest of peace has already been felt here. This is just one of the many things which make Wichita your NO. 1 MARKET in Kansas — KANS your NBC station in Wichita.
KNET Palestine Bought By Tarter and Buening
KNET Palestine, Tex., 250-w. Mutual outlet on 1450 kc has been sold for $32,500 to George L. Tarter and Paul H. Buening, commercial manager and program manager respectively of KOHY Oklahoma City.

Deal is subject to FCC approval and application for consent is to be filed shortly.

Station is sold by Palestine Broadcasting Co., licensee, through Gordon B. McLeod, president. Mr. McLeod owns and operates KLIF Dallas. Messrs. Tarter and Buening, who have a combined radio experience of more than 20 years and who have been with KOHY several years, plan to move to Palestine and assume active direction of KNET when Commission approval of the transfer of ownership is granted.

Transaction was handled by Dallas office of Blackburn-Hamilton Co.

CBS Documentary Chief Is Given New Position

ROBERT P. HELLER, chief of the CBS Documentary Unit, has been appointed executive producer in New York for the network, replacing Harry Ackerman, who has gone to Hollywood as director of

BRITISH RECORDINGS
Low Surface Noise Offered—With Wide Range

CIRCUMVENTION of the record ban was offered in New York Thursday by the London Gramophone Corp., which announced a transcription service for AM and FM stations, industrial plants and wired music operations.

The service, to be in operation about July 1, will offer a 200,000 record library of 10 inch recordings, ranging from 30 to 14,000 cycles. Described as outstanding in the range aspect, the records are produced by the corporation in London, and about 20 additional records will be supplied to stations and plants monthly. Cost for AM and FM stations will average $40 a month, with a minimum two month contract, and from $25 to $35 monthly for plants, on a minimum one-year contract basis.

Shellac content is 22%, said to be the highest for recordings, and described as offering a minimum of surface sound.

CBS programs originating there.

Mr. Heller has headed CBS documentary production since the present unit was set up in September 1946. He joined the network in 1940, working with Norman Corwin in the "This Is War" series. His successor as documentary chief will be announced soon, CBS said.

WKTY La Crosse on Air; Rosene General Manager

WKTY La Crosse, Wis., began operations May 27, operating with 1 kw fulltime on 580 kc. Station is owned by the La Crosse Broadcasting Co., and is an MBS affiliate.

Personnel includes Marvin L. Rosene, general manager; Ralph D. Willey, program director, and J. Harold White, chief engineer. WKTY will feature news, sports and musical entertainment of interest to the rural as well as the metropolitan audience, according to Mr. Rosene.

Station is represented nationally by John Blair & Co.

600-mc Television Shown by W6XJD

Good Results Reported in Pauley Station Experiment on Coast

GOOD RESULTS were reported last week from a demonstration of 600-mc television by olman Edwin W. Pauley's new experimental station, W6XJD San Francisco. Demonstration was conducted as a side-light during FCC's San Francisco commercial video hearings.

The station, leased to Television California, one of the San Francisco commercial television applicants, presented the demonstration on the Skylight Room of the Sir Francis Drake Hotel before a large group including Hart Cowperthwait, acting chief of the FCC Engineering Dept.'s Television Division; Jack P. Blume, Commission examiner for the San Francisco hearings, and Joe Brenner, FCC West Coast attorney and Commission counsel in the hearings.

It was described as the first showing of television in San Francisco.

The station was authorized in May for experimental operations between 580-630 mc, in the lower end of the "upstairs" band which is foreseen as a part of commercial television's ultimate home. It began test operations May 21. The demonstration operation was on 600 mc with effective radiated power of about 700 w in the maximum direction (a directional antenna is used).

George P. Adair, Washington radio engineering consultant and director of research for the Pauley test station, said the transmitter in the demonstration was located about two blocks from the receiver. But he noted that the demonstration's purpose was not to produce propagation data, though that is the aim of the overall tests. Mr. Adair is a former chief engineer of FCC.

Propagation information secured during the tests will be presented at FCC's hearing, scheduled Sept. 20, on the feasibility of opening up the 475-590 mc band for early commercial television use (Broadcasting, May 10).

Memo to: Linea Nelson
J. Walter Thompson

SUNDAY MORNING SETS—IN-USE IN CINCINNATI IS AS HIGH AS WEEKDAYS—AND—WCKY LEADS ALL CINCINNATI STATIONS IN SUNDAY MORNING AUDIENCE.*

(+ Pulse Report, Jan.-Feb. 1948)

50,000 WATTS OF SELLING POWER
ON THE AIR EVERYWHERE 24 HOURS A DAY

REPRESENTED BY JOHN BLAIR & COMPANY
For the last word in complete, up-to-the-minute facilities... or simple, low-cost equipment to suit your limited requirements...

**Look to RAYTHEON for All Your Needs**

**RC-11 Studio Console**

*Now with Cue Pots for Two Turntables*

Provides complete high-fidelity speech input facilities with all control, amplifying and monitoring equipment in one cabinet. Seven built-in pre-amplifiers, nine mixer positions, cue attenuators for two turntables. Simple, positive controls reduce operational errors. Frequency response—2 DB from 30 to 15,000 cycles; Distortion—less than 1% from 50 to 10,000 cycles; Noise Level—minus 65 DB’s or better. Meets all FCC requirements for FM.

**RPC-40 Portable Consolette**

Ideal for remote pickups yet complete enough to serve as a studio console. Four input channels for microphones or turntables, high level mixing, two output lines. Two RPC-40’s interconnected provide 8-channel mixing—a feature of special interest to new TV stations planning future expansion.

**RR-10 Remote Amplifier Single Channel**

A complete, self-contained unit with built-in power supply. An excellent low-cost amplifier for remote pickups requiring only one high-fidelity channel.

**RR-30 Remote Amplifier 3 Channel**

A lightweight, easy-to-carry combination of amplifier and power supply—simple and quick to set up. Provides three high-fidelity channels, excellent frequency response, high over-all gain.

**RL-10 Volume Limiter**

Engineered for high-fidelity AM, FM or TV speech input. Increases average percentage modulation without distortion.

**RP-10 Program Amplifier**

High gain, low distortion, excellent frequency characteristics. For rack or cabinet mounting.

**Raytheon Manufacturing Company**

Waltham 54, Massachusetts

Industrial and Commercial Electronic Equipment, FM, AM and TV Broadcast Equipment, Tubes and Accessories

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Raytheon Manufacturing Company, 50 Broadway, New York 4, N.Y., WH. 3-4980
COMING SOON!
FYI
Will have a Top Woman's Feature
FYI
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FYI
Will have a Pullitzer Prize Winning Reporter
FYI For the Whole Family
PRODUCED BY
Ed Hart & Associates
1737 H STREET, N.W.
WASH., D.C. • RE. 4312

11th Hour Threat
(Continued from page 21)

The Lemke Resolution sought to assign a portion of the 40-50 mc band to FM, but the frequencies have since been assigned to mobile emergency services by FCC [Broadcasting, May 10].

Prohibition of network ownership of stations is provided in HR-573 introduced by Rep. Harry R. Sheppard (D-Calif.) [Broadcasting, May 3].

Manufacturers of equipment used in station construction or operation would also be prohibited from station ownership under terms of the bill, and stations would be forbidden to devote any two consecutive hours to network programs.

The bill has not been taken up by the House Commerce Committee and is given virtually no chance for consideration this year.

Rep. Carroll D. Kearns (R-Pa.), chairman of a House Labor subcommittee which conducted an investigation of AFM and its president, James C. Petrillo, suggested a plan embodying a "token revenue" paid by stations and juke box owners to provide a musicians' welfare fund [Broadcasting, Jan. 12].

Kearns' Idea

Rep. Kearns planned to authorize the payments by introducing a bill which would change the copyright laws so as to allow musicians to collect royalties when their records are played commercially.

Since announcing his plan, the Congressman has held several conferences with officials of the record industry but has not introduced his bill as yet. Even if he should put it into the hopper in the few remaining weeks, it is doubtful that it would be considered since it will come under the House Judiciary Committee which already has an overflowing calendar.

A bill to award medals to 16 radio and press war correspondents and a resolution to publicly acknowledge U. S. gratitude for the loyal services of radio and news services during the war were introduced jointly in both houses [Broadcasting, April 19].

The bills have been dormant in committee ever since but may be called up before adjournment since they would not require lengthy hearing.

Several probes were threatened and one was partially carried out, but failed to produce any tangible results. The one which was aired was ordered suddenly and unexpectedly at the conclusion of the Johnson Bill hearings by Acting Chairman Charles W. Tobey (R-N.H.) [Broadcasting, April 26].

Armstrong's Charges

Charges previously voiced by Prof. Edwin H. Armstrong, FM inventor, that FCC and RAI were "retarded" FM were repeated by Sen. Tobey throughout the hearings. But he did not appear to have the support of his colleagues and the investigation, which started out to be a full-scale affair, simmered down to a few sessions and was adjourned to "an indefinite date" by Sen. Tobey [Broadcasting, May 24].

Several months earlier [Broadcasting, Dec. 8, 1947], Sen. Homer Capehart (R-Ind.) threatened an inquiry of FCC policies and Comr. Clifford J. Durr, in particular, but the threat never materialized.

Rep. William J. Miller (R-Conn.) also has proposed [Broadcasting, April 5] that Radio Commentator Walter Winchell be brought before a Congressional committee to explain the sources of his statements, but the resolution (H. Res. 514) has failed to get clearance from the House Rules Committee.

Hebert 'Expose'

Most recent action came from Rep. F. Edward Hebert (D-La.) who promised an "expose" of FCC and its reason for granting five permits to Edward Lamb, Toledo attorney [Broadcasting, May 10].

Rep. Hebert said the files of the Un-American Activities Committee, of which he is a member, shows Mr. Lamb to have "one of the most expansive records of association with the Communist Party in America." He described the attorney as "saturated and drenched in

Corny?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.
Communist writings, associations and affiliations."

FCC Chairman Wayne Coy stated, however, that an investiga-
tion found no information to support a charge that Mr. Lamb was a Communist. And Mr. Lamb, in a short letter to Rep. Hebert, denied the charges [Broadcasting, May 24].

Rep. Hebert returned last week from a visit to his district and promised further action.

WGRC Is Proposed
Grant for 790 KC
Commission Approves Changes
To Protect WMC
A GRANT of WGRC Louisville's application to move from 1400 to
790 kc and increase power from 250 w to 5 kw day and 1 kw night
was proposed by FCC in a deci-
sion handed down last week.

WMC Memphis, operating on
790 kc with 5 kw, had claimed it
would receive interference from
WGRC's original proposal, but the
Louisville station subsequently
amended its plans to provide pro-
tection to WMC at night. With the
amendment, FCC said no objection-
able interference would be in-
volved.

The Commission said the change of
facilities would enable WGRC to
increase its daytime service
(within the 0.5 millivolt per meter
countour) from an area of
1,520 square miles, in which 464,072
persons reside, to 22,801 square miles
having a population of 1,466,033.
At night the gain within the in-
terference-free contour would be
from 22 square miles with 233,905
persons to more than 259 square miles
with 356,607.

Grants in 1470-kc Case
To KRBC KPLC Now Final

FCC last week made final its ten-
tative decision to grant the 1470-
kc fulltime regional applications of
KRBC Abilene, Tex. and KPLC
Lake Charles, La., and to deny
that of KRIC Beaumont, Tex.
[ Broadcasting, Feb. 2].

KRBC was authorized to move
from 1450 kc with 250 w to 1470
kc with 5 kw day and 1 kw di-
rectionalized at night. KPLC was
granted the use of identical facil-
ties in lieu of its present op-
eration on 1400 kc with 250 w.
KRIC was seeking 1470 kc with
5 kw fulltime as a replacement for
its present 1450 kc with 250 w.

As in the proposed decision,
the grants were made on the basis of
the equitable-distribution provi-
sions of the Communications Act.
FCC found that KRBC and KPLC
could operate simultaneously on
1470 kc without mutual inter-
ference, and ruled that the need for
additional service in those areas
outweighs the need for improved
facilities for KRIC.

Voice' (Continued from page 28)

the Senate Committee June 3 that
his network was willing to with-
draw from "Voice" operations and
lease its three 50 kw shortwave
stations to the government or a
government-controlled foundation
at any time.

"Voice" Administrator Allen ad-
vocated a plan by which the De-
partment would assume a sponsor-
ship relationship to radio outlets
in the information network, and
that, under contract, all programs
produced by private agencies be
recorded by the networks in advance of
presentation for auditioning by the Department.

Walter S. Lemmon, World Wide
Broadcasting Foundation (WRUL
Boston) president, sponsored a
plan June 3 before the House com-
mittee to open international broad-
casting under government subsidies
to all private broadcasters to
furnish the service. Mr. Lemmon
charged that NBC and CBS were
enjoying a monopoly.

In the Senate

"It is our feeling," Mr. Denny
told Senate investigators, "that the
present type of divided responsi-
bility does not and cannot provide
a completely satisfactory basis for
operations."

He described two basic alterna-
tives as re-establishment of com-
plete private operations or com-
plete government operation.

"Truly adequate facilities," Mr.
Denny acknowledged, "might cost
another 50 or even another 100
million dollars. The cost of this
powerful weapon is insignificant
when compared with the cost of
battleships or air fleets. The task
of the 'Voice of America' is to
combat lies with truth in the inter-
national struggle for men's minds."

RCA Recommendations

He said that as long ago as
1943, NBC through its president,
Mr. Allen, had recommended to
Secretary of State Cordell Hull, and
later to Secretary Marshall, unifica-
tion of all international broadcasting
companies in a government-controlled
foundation.

NBC offered cooperation if Con-
gress elected to maintain the pre-
sent system or any similar systems
in which private companies par-
ticipate with the government.

CBS President Frank Stanton
was in the Senate audience. He
told Broadcasting that his net-
work would subscribe to the foun-
dation plan outlined by Mr. Denny.

The State Department position
on the Sarnoff Plan was one of
qualified approval. Its officials feel
that a permanent Congressional
body should supervise programs.

Smith Stresses Purpose

Sen. Smith advised that "the
primary objective of this commit-
tee will be to determine the respon-
sibility for the broadcasts . . . to
the end that the vitally important
service that can be rendered by
the so-called 'Voice of America'
program may be strengthened and
protected against future mistakes or
misuse."

The co-chairman announced that
the Senate investigations would be
"in no sense a witch hunt."

Mr. Borgia, a freelance writer
who had written the scripts, under
questioning by Sen. Ferguson said
"they (NBC) killed all the many
beautiful scenes that I wrote."

Mr. Allen told committee mem-
ers the department surrendered
supervisory control over the broad-
casts in order to concentrate its
efforts on programs beamed to more
critical areas.

Mr. Allen said appropriations
were insufficient to provide for all
phases of the information di-
vision's operations and admitted they
might have tried to accomplish too
much. The department, he advised,
will completely revise its system of
handling "Voice" broadcasts to
"assure high quality and proper
supervision."

Later Mr. Denny emphasized
that Congress was dealing with
(Continued on page 70)
Approval of 50-w Outlet In Virgin Islands Asked

APPLICATION for new standard station at Charlotte Amalie in the Virgin Islands has been filed with FCC by William N. Greer, consulting radio engineer at San Juan, P. R.

Facilities of 50 w fulltime on 1340 kc are requested. Mr. Greer seeks waiver of Commission rules to permit the below-minimum operating power and to allow use of a special antenna. The applicant pointed out that 50 w is sufficient to provide full service to the whole area and will enable the operation to be economically feasible.

Total construction cost of the outlet is estimated at $5,744.75, with greater amount of materials already on hand. Annual operating cost is placed at $17,350 and revenue $21,370.

Some 10,500 people are within the proposed 25 mv/m contour and 11,740 persons within the 0.5 mv/m area, application reported. Island's annual retail sales are $2,400,000.

NEW half-hour weekly show with talent from Metropolitan Opera Co. and St. Louis Municipal Opera started on CBS June 5. 7:25 p.m. "Mr. Ace and June," previously heard at that time, shifted on June 4 to Fri., 8:30 p.m. for "Great Opera." "FAVORITE STORY" program, featuring Ronald Colman and heard over WJZ New York, is now available to public school system of New York, via transcription.

Stratovision

(Continued from page 31)

so informed the FCC. In a petition asking amendment of Section 3.606 of the Commission's rules and regulations, it said further propagation tests of Stratovision "may indicate that satisfactory television service can be rendered over an area of approximately 200 miles radius."

As a result, Westinghouse Radio Stations Inc., broadcasting subsidiary, asks that TV Channel 8 (180-186 mc) be permanently allocated to Pittsburgh, as now proposed; that Channel 8 be deleted for community station use at York, Pa.; that Channel 8 shall not be allocated to any city within a radius of 200 miles of Pittsburgh.

If this allocation is granted, the company proposes to apply for a Stratovision license, experimental and commercial, on Channel 8 over an area of 200 miles radius from Pittsburgh. Channel 6 is getting crowded since WFIL-TV Philadelphia and WTVR Richmond went on the air, forcing Stratovision to operate when they are not broadcasting.

In addition Westinghouse plans Stratovision tests in the 500-mc band. At present it has experimental permits for 500-520 and 540-560 mc for Stratovision. RCA-NBC plan 600 mc TV tests from New York and Washington

[Broadcasting, May 31].

Obvious to observers who are watching the care and feeding of Stratovision is the fact that Westinghouse means business as it goes ahead with its tests. The board of directors gave at least a limited blessing to the project last winter though the economics are still less far advanced than the engineering.

Takeoff Delay

After months of careful construction and ingenious installation of special transmitting gear in the hold of an Army B-29 bomber, the engineers were ready early this spring to take to the skies only to discover their borrowed bomber was equipped with a temporary rudder.

Unwilling to sit on their electronic hands while a new rudder was en route, the Westinghouse men started stratovisioning from a runway at the Martin airplane plant at Baltimore where the grounded craft was based.

Sure enough, they had something. Signals were received at surprising distance from the airport. The eternal hope that has been spurring C. E. (Chilly) Nobles, father of Stratovision, and his cohorts rose as high as an engineer’s objective soul will permit.

Then came that last day of April, when the bomber went on a cross-country run with its flaps up and its antenna down. Over the hilly tri-State area flew the sky-blazing plane with its specially tailored gear.

Ground signals were picked up and rebroadcast. It was just as the cautious Westinghouse officials had hoped when the sky-hook relay plan was first announced by Broadcasting in August 1945.

Hopes were high and hearts brave at that time as Walter E. Evans, Westinghouse vice president in charge of radio, and other company executives bared their project. After all, they well knew the perils that lie between the slide rule and the loudspeaker.

Two years ago Chilly Nobles had shown that an unmodulated signal in the 100 mc band could be transmitted over a wide area from a

"Nothing could be finer than to be in Carolina in
plane flying at 10,000 feet [BROADCASTING, Feb. 24, 1946].

And here it was, 2 1/2 years after Stratovision's official birth. All kinds of obstacles had been overcome before Stratovision could be taken up into its natural habitat for an actual work go.

Could anyone hear these first transmissions from the high-flying bomber, adapted from its wartime job of destruction for a peacetime mission on behalf of electronic progress?

Listen to these excerpts from comments volunteered by listeners:

Theodore Vesely Jr., Television Technician Inc., Philadelphia, Pa.—April 30 picked up signal transmitted from a B-29 and managed to get a fairly good picture you were relaying from Baltimore.

Mrs. A. H. Walker, E. Liverpool, O.—Received program between 4:40 to 5:40 p.m. with power turned up just a little; antenna was not tuned to Channel 4 but facing that direction.

R. D. Kush, Richmond, Va.—Saw transmissions from airborne station X1OA at 10,000 feet over Western Maryland. Transmissions were very good both on sound and video.

Less than a fortnight later the plane again was airborne over the Alleghenies. And againcame reports—many more of them:

Milton C. Young, Superintendent, Dept. of Electrical Engineering, U. of Delaware, Newark, Del.—Listened to your Stratovision broadcast May 10. Definition and signal strength better than those received from WMAR direct; FM tuner gave excellent reception from KDKA-FM.

Royal Radio Service, Akron, O.—Received test pattern and voice from 50 miles east of Pittsburgh; picture very clear and pattern fine.

Rogers K. Hammer, Foyles Electric Store, Elkhart, Ind.—Received test pattern from airplane relaying it from West Virginia; got a good clear picture; can get Channels 4 and 5 from Washington with very little snow, but picture signal was best to date.

Charles A. Merger, Martinsburg, W. Va.—Signals May 10 on Channel 6 were near perfect; plane about 20 miles out of Pittsburgh; quality very near the quality received in Baltimore, with exception of a few ghosts. Could not receive WMAR-TV on Channel 2 at same time.

E. Young, Zanesville, O.—Heard FM station relayed by plane from X1WBN on Channel 6, fast picking up when plane was 55 miles east of Pittsburgh at 10,000 feet; audio very strong and clear. [Unreadable text]

Molinos Radio Service, Nelson (letter to KDKA)—Heard KDKA-FM signal and later picked up test pattern from Maryland.

Richard Vital, program-production manager, WKNX, Richmond, Va.—Story in BROADCASTING (May 17 issue) regarding Stratovision brought to mind something heard two weeks ago. One afternoon, while installing a TV antenna at his home, a WNPW engineer picked up a signal on No. 5, locked it, and found it was transmitting WMAR-TV—a signal of great quality.

Report Voluntarily

This evidence of public interest came voluntarily, no official notice having been given that Stratovision tests were under way.

Should Westinghouse announce that signals will be stratovision at specified times, it can muster hundreds of thousands of TV reports. If the tests are on Channel 6, adjacent to the FM band, large numbers of FM tuners will be able to pick up the sound transmissions.

If tests are transferred to Pittsburgh and the new Channel 8, the TV tuners can provide reception reports. This volunteer corps of Stratovision aids will grow rapidly with TV sets going into thousands of homes weekly.

Westinghouse is applying for a TV commercial station in Pittsburgh, one of eight applicants for the three assigned channels.

The FCC, as well as the public, is interested in Stratovision. When first tests were conducted from a low-altitude Lockheed bomber, FCC monitors followed the craft on its experimental runs. A report on these tests is in the FCC files.

Early in the spring Westinghouse officials were invited to the FCC to discuss Stratovision plans. Another meeting was scheduled last Friday.

Westinghouse is interested. The FCC is interested. Listeners, broadcasters, engineers—all are watching this Jules Verne dream as it unfolds into technical reality. Will it ever become a commercial reality?

Your guess is as good as any one's. In any case, Westinghouse is investing a sizable sum in the experiments. And in the Westinghouse tradition it is moving with care and precision despite the swift advances of coaxial cable, unattended radio relay and other competing facilities.

WARNERS BUY COAST THACKREY PROPERTIES

CONSUMPTION of the deal whereby the Warner Brothers acquired West Coast radio properties of Mrs. Dorothy Thackrey—KLCN Los Angeles, Kuya San Francisco, and KLCN's video grant for Channel 13 [BROADCASTING, May 31]—was confirmed last week from a source close to the Warners. The overall purchase price was $8,045,000.

Since the film producing company already owned KFWB Los Angeles it was apparent that the Warners would have to dispose of it or KLAC; informed opinion was that the latter would be resold.

By the end of last week acknowledgment of the sale had still not come from Mrs. Thackrey, co-publisher of The New York Post, whose sole remaining radio property is WLIR New York.

Radio Comedy Writing

RADIO COMEDY: HOW TO WRITE IT

By Art Henley, Humor Business, 104 East 40th Street, New York.

In 52 lessons, Art Henley's four volume Radio Comedy: How to Write It covers gag-writing, situation comedy, characterization and construction. Single volumes are priced at $2.85 and complete set costs $9.50. They are available through Humor Business, 104 East 40th Street, New York 16, N. Y.
Emergency Radio System Needed for Defense Plan

REP. J. PERCY PRIEST (Tenn.), speaking before the House of Representatives June 2, pointed out the need for a plan to utilize radio as an instrument of offense or defense in a national emergency. He stated that if Washington were bombed the country would be at least partially cut off from the government. "It is therefore highly important," he said, "to give some attention to the development of an emergency system for broadcasting to all parts of the country."

He also made reference to a book, "Star-Spangled Radio," written by Edward M. Kirby and Jack W. Harris, both active in radio during the war. In the last chapter of the book certain recommendations are made for this emergency radio service and Rep. Priest included these in his remarks.

RCA Tubes...

The RCA 7C24 and 5592 "metal header" tubes...used in the latest RCAF transmitters...are striking examples of RCA's leadership in modern tube development. In addition to increased ruggedness and operating economy, these tubes are qualified for use in high frequency operation, due to their wide-band operation, and provide superior shielding of elements when used in grounded-grid circuits.

The standard of comparison in FM

RCA has a complete line of modern, more efficient power tubes for transmitters. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section FP3, Harrison, N. J.

Harrison, N. J.

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21st Year

Radio Corporation of America

BROADCASTING • Telecasting
GOP Coverage

(Continued from page 25)

video programming, NBC this week will present two of its regular television news programs from Philadelphia—Richard Harkness Story of the Week on Wednesday evening and the NBC Television Newsroom on Thursday night. Paul Alley, former NBC video film editor who now has charge of the preparation of the newsletter and other programs at Jerry Fairbanks Productions, is producing two special film programs for use by NBC in advance of the convention probably during the preceding weekend. They are: "Philadelphia, Convention City," depicting the role of the City of Brotherly Love in political history and its plans for accommodating delegates and visitors at this year's conventions and an educational historic film, as yet untitled, covering the highlights of conventions of the past as part of an explanation of what a political convention is and how it functions.

With its own radio relay hookup now functioning between New York and Washington, the Phileo relay between Philadelphia and New York, and a special NBC installation of relay equipment on Western Union towers between Philadelphia and Washington, NBC feels well-equipped to handle whatever outside convention pickups it wants and has applied for only a few periods of the coaxial circuit allotted for such programs.

* * * * *

WPIX New TV Outlet Maps Plans

ALTHOUGH the GOP convention will get under way less than a week after WPIX New York's inaugural broadcast, the New York News video station is planning full-scale coverage of the proceedings of this convention as well as of the Democratic sessions in July. In addition to participating in the video pool, covering all on-the-floor activities, WPIX is sending a crew of 25 persons to Philadelphia to handle its own special programs.

Three programs a day, Monday through Friday, are planned from each convention: An afternoon program will be planned to go on at 2:30-2:45 p.m.; the 8:15-8:45 p.m. period immediately preceding the evening session, and a 10-minute period immediately following adjournment for the day. Rex Marshall of the WPIX announcers' staff, will mc all the convention programs, Ruth Montgomery of the News Washington bureau will interview women convention leaders during the afternoon program, on which Lowell Limbus, co-chief of the News U. N. staff, will round out the highlights of the morning session.

The half-hour early evening telecast will open with a five-minute analysis of the political situation as of that time to be given by Ben Gross, radio editor of the News, followed by five minutes of informal interviews with convention personalities by Jimmy Jefferies, specialized photographer. Special entertainment acts of the convention will then be presented, the program closing with a news summary by Mr. Limbus.

Warren Duties

Carl Warren, manager of news and special events for WPIX, will head the station's convention staff and the special program emanating from the station's headquarters in the Bellevue-Stratford Hotel. Allan Lawrence, special events director, will serve as Mr. Warren's deputy at the convention and Auston Huhn, a producer-director at the station, will direct the special programs. Otis Freeman will be in charge of the WPIX engineering crew in Philadelphia.

In addition to its studio and convention hall pickups, WPIX is also sending a remote truck to Philadelphia for outside programs. The station will also have its own newsroom camera crew on the newsreel platform in the hall, making films for subsequent use on WPIX and for syndication to other TV stations. WPIX also plans to make kinescope film recordings of convention highlights, both for its own use and for syndication.

8 TV REQUESTS

EIGHT applications for new commercial television stations were filed by FCC last week, including two in Philadelphia and one in Seattle. Initial investment of $2,200,000.

KEX Portland, Westhouser Radio Stations Inc. outlet, seeks Channel 10 (192-198 mc) while KOIN Portland, a Marshall Field interest, requests (Channel 8 (180-186 mc). Westhouser owns WBZ- TV Boston and is video applicant in Pittsburgh. Publisher Field's KJR Seattle and Sun and Times Co., Chicago, are TV applicants.

New Seattle applicants are Twentieth Century-Fox of Washington Inc., planning a half-million-dollar plant to operate on Channel 11 (198-204 mc), and KING Broadcasting Co., licensee of KING Seattle, requesting Channel 7 (174-180 mc).

W. Harry Johnson, rancher and industrialist, doing business as Mid-South Television Broadcasting Co., requests Channel 7 at Jackson, Miss. He already has filed for Oklahoma City, Memphis,Shreveport and Little Rock; Ark. Homer W. Snowden, independent oil producer, seeks Channel 9 (186-192) at Oklahoma City under name of Oklahoma City Television Co. He also plans stations at Shreveport, Denver, Wichita and Midland, Tex. Channel 4 (66-72 mc) is requested at Denver by KMYR Broadcasting Co., licensee of KMYR Denver. Troy Record Co., permiiter of FM station WFLY Troy, N. Y., seeks Channel 11 (198-204 mc) in Troy.

The New Applicants

New applicants and facilities they request include: Denver, KRMJ Broadcasting Co., Channel 4 (66-72 mc), effective radiated power 24.5 kw visual, 16.8 kw aural; antenna height above average terrain 400 ft. Initial cost $240,000; first year operating cost $50,000, revenue $25,000. Applicant is licensee KRMJ Denver, F. W. Meyer and A. G. Meyer, principal owners, each own 11% of KCSB Pueblo, Colo.

Jackson, Miss.—W. Harry Johnson doing business as Mid-South Television Broadcasting Co., Channel 7 (174-180 mc), 206.6 kw visual, 17.7 kw aural, antenna height above average terrain 400 ft. Initial cost $159,500, first year cost $100,000, revenue $75,000. Applicant is raileer of livestock, owner of real estate companies, brick and tile plants, and substantial owner of several bus lines and Chicago and Southern Airlines. He has filed for TV in Oklahoma City, Little Rock, Memphis and Little Rock, Ark.

Oklahoma City—Homer W. Snowden doing business as Oklahoma City Television Broadcasting Co., Channel 7 (186-192 mc), 11.7 kw visual, 17.7 kw aural; antenna height 462 ft. Initial cost $241,034, first year cost $78,000, revenue $55,000. Applicant, independent oil producer, producer of TV outlets in Shreveport, Wichita, Denver and Midland, Tex.

Portland, Ore.—KOIN Inc., Channel 6 (180-186 mc), 22.2 kw visual, 11.7 kw aural, antenna height 1,401 ft. Initial cost $297,900; first year cost $120,000, revenue $75,000. Applicant is licensee of KOIN Portland and is owned by... (Continued on page 72)

STOP WATCHES

by CLEBAR

For unfoiling ACCURACY in timing you can rely on CLEBAR precision timers. They have proved their dependability in leading studies, laboratories and colleges.

CLEBAR TIMES MEET THE REQUIREMENTS OF THE NATIONAL BUREAU OF STANDARDS STOP WATCH PRECISION TEST.

No. 654 CLEBAR TIMER 1/5 second, 30 minute register. Start, stop, start again from crown; push button returns to zero. 7 jewel non-magnetic movement; nickel chrome case... Each $18.50

No. 657 CLEBAR TIMER—1/5 second, 5 minute registers; seconds; small hand moves up to 20. Slide side for starting and stopping; pressure on crown returns it to zero. Chrome case; 7 jewel non-magnetic movement... Each $18.50

CLEBAR TIMERS ARE ELECTRONICALLY SET, BIGLY STAYED, GUARANTEED FOR ONE YEAR.

If interested in other models Send for Illustrated Catalog B

CLEBAR WATCH CO., Inc.

551 FIFTH AVE., NEW YORK 17, N. Y.

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Voice
(Continued from page 70)
President. During a respite from verbal lashings he commented: "I am glad that Gadero did not tell me to write on Missouri. Even President Truman will have complaints.

Phrases such as "New England was founded by hypocrisy and Texas by sin" were taken to illustrate Latin American prejudices about the United States and later dialogue was used to counteract these impressions, the 52-year-old writer said.

A flat "no" was given Rep. Harvey when he asked Mr. Neibit if he thought Mr. Gadero was "impeled by subversive motives."

"Everyone in my section," Mr. Green asserted, "has been under the impression that these scripts were being checked by the State Department."

Mr. Vasques, who was born in Mexico, in attempting to establish himself as an authority on Latin American radio, described one of his promotional ventures in which a Mexican station aired a quiz program called "College of Love," featuring three male and three female contestants alternating as hosts for the opposite sex's panel.

Vasques Explanation
"The men and women," Mr. Vasques explained, "recited their love experiences and told what types of the opposite sex they preferred."

The remark catapulted NBC Counsel Denny from his chair with a demand to "set the record straight." The origin of the program had been Mexican and in no way connected with NBC.

"Our firm headquarters in New York," the ruffled Mr. Vasques volunteered, "didn't like the program. They wanted to substitute "Truth or Consequences." But I stuck to "College of Love" and in six months the sale of our product (aspirin) tripled."

Bouncing back to the Wyoming station, which legislators charged portrayed Indian girls in the nude, Rep. Chenoweth asked Mr. Vasques about the "good taste of this program."

The Spanish version said the characters were "naked girls with feathers" meaning to a Latin American audience that they "had on a typical Indian costume," Mr. Vasques responded.

Mr. Denny told the House committee that Mr. Gadero had "in his possession an important part of this story." He said Mr. Gadero had responsibility as head of the section "to read every word that went on the air."

Mr. Gadero's earlier quotations from Cuba, Mr. Denny charged, "just don't hold up." The Federal Communications Commission by saying that NBC's spoken output in the Spanish section was only eight hours a week, while supervisors of other foreign sections reviewed material representing as much as 25 hours of broadcasting weekly.

A law passed six months ago provided for establishment of a special committee to assist the State Department on its propaganda efforts, Rep. Chenoweth recalled. The Committee chairman declared he was "shocked" at NBC's overtures and that this committee had not yet been named.

This he considered "a glaring example of the loose and inefficient manner in which this whole program has been carried on."

Meanwhile indignant legislators in another section of Capitol Hill were having their say.

Rep. Carl T. Curtis (R-Neb.) pointed out that "Voice of America" programs be broadcast first domestically to permit the American radio public to "censor" them.

"If every script broadcast to a foreign nation under the 'Voice of America' were translated into English and put on the radio at a certain time each day—let the soap opera fall where they may—we may be sure that they would receive sharp monitoring by the great American radio audience," Rep. Curtis theorized.

The House subcommittee indefinitely adjourned its hearings Thursday afternoon.

Disaster
(Continued from page 28)
had the station on the air by 7:30 the next morning.

KALE
KALE, 24-hour duty with bulletins and information. At its request, the Portland Retail Grocers Ass'n. made food available to relief workers. The morning crew worked all night to supply bread and bakery products to the homeless.

KALE Helicopter
On its coverage of the news, Joe Stein, pilot-reporter of the KALE-Journal's helicopter, gave his report on what he had seen from the air. Dick Wesson flew over the Woodland area to report the most recent break-through of the river and Lou Gillette made an on-the-spot wire recording from flooded Portland Meadows race track.

Phones were kept open to Mutual-Don Lee in Hollywood, keeping them informed of the latest news.

KFW Tatesnee, Wash., found it necessary to keep the transceiver on the top of the water, no small matter since the transmitter house was reported to weigh 30 tons and the river was coming up fast.

The transmitter remained on the air despite the fact that there was 15 feet of water under the building at one time. KFW maintained 24-hour service, but the weird appealings for trucks, men, sacks and pumps. All engineers wore rubber life jackets while on duty as a safety measure.

Stellar service rendered by KOIN, KEX, KPDQ and KWJJ, in Portland, and KVOI Vancouver, Wash. was also reported.

KOIN Wire
KOIN had a direct wire to Red Cross headquarters, relaying bulletins to other stations as fast as they arrived. It sent special crews out to the critical points.

KEX was credited with giving the first news of the Vanport fire break. When Producer Ken Finley, who lived at Vanport near the dike, heard the first rush of water he looked out, grabbed the phone and notified the KEX newsroom.

The warning was promptly aired, in fact so promptly that the Vanport Deputy Sheriff's Office denied the flash was slow. The news was broadcast over other Portland stations.

KWJJ turned its broadcast services over to the use of relief agencies and when its new transmitter was flooded, moved to the old transmitter. Things were mighty wet there, too, but the equipment was just jammed into the air and transmission was continued. All commercial broadcasts were dropped.

KVKV, in the center of the flood water, had a hard time keeping on the air. The transmitter was moved to the second floor, but the sta-
FICK NAMED TO HEAD NEW GE TV RESEARCH

A NEW television division has been established in the General Electric Research Laboratory, according to Dr. C. G. Suits, GE vice president and director of research. In view of the company's large activity in the television field, he explained, "It was considered appropriate that the Research Laboratory be in a position to make fundamental scientific contributions on which to base future technical progress."

In making the announcement, Dr. Suits said that Clifford G. Fick, until recently division engineer of the Receiver Division of the Electronics Dept., had been chosen head of the new division.

Mr. Fick is a native of Ida Grove, Iowa, and was graduated from Iowa State College in 1925 with the degree of B. S. in electrical engineering. In August of that year he joined the General Electric Test Course. He was connected with the Transmitter Division until 1944, when he joined the Receiver Division.

WOAK (FM) in Oak Park Starts on Channel 252

WOAK (FM) Oak Park, Ill. is now on the air on Channel 252, 98.3 mc fulltime.

The Class "A" station's studios and offices are located in the Hotel Guyon. Facilities include two studios, a control room, news room with AP teletype service, two private offices, a general office, reception room and shop work.

WOAK is owned and operated by the Gale Broadcasting Co. Officers include Bernard Jacobs, president and station manager; Lester E. Jacobs, vice president, and Harry Brown, secretary-treasurer. Staff members include Jack Shiffman, program director; John W. Mulholland, commercial and promotion manager; Robert E. Kaylor, Harold Cunningham, Gerry Thomas, staff engineers; Myron Mattoon, studio director; Barbara Gogia, publicity writer, Robert Gigante, Myron Bury, and James Wimmer, staff announcers. Station began operation May 16.

WJLD-FM Now Operating From Birmingham, Ala.

WJLD-FM Birmingham, Ala., went on the air May 23 on Channel 284 (104.7 mc) with temporary power of 3 kw. Station is licensed to Johnston Broadcasting Co., owner of WJLD Bessemer, Ala.

Operation is from 3:00 to 9:00 p.m. and Mutual programs will soon be carried, according to James Connolly, station manager. WJLD-FM is located on top of Red Mountain.

RADIO ADVERTISING will be among courses to be offered to students majoring in advertising at Department of Journalism at Michigan State College this fall.

Large Expansion Planned By Calif. Rural Network

CALIFORNIA RURAL Network will be extended to full state coverage, according to a statement by W. L. Gleson, president of Broadcasting Corp. of America, Riverside, Calif. Plans now call for inclusion of between 20 and 30 stations in the BCA California Rural Network.

Network has been operating for over a year in Southern California and includes KPRO Riverside, KPOR San Bernardino, KREO Indio, KROP Brawley and KCUB Blythe, all owned by Broadcasting Corp. of America.

KGO-FM Back On Air

KGO-FM San Francisco, which had been off the air for two weeks returned to the air June 1. During that time KGO was transferred from its old AM transmitter site in Oakland to the new television-FM site atop Mt. Sutro in San Francisco. The FM transmitter, which duplicates all KGO-FM programs was installed in the Adolph Sutro mansion, now housing KGO-TV as well as KGO-FM. A temporary antenna was erected atop the house for use until the 500-ft. television-FM tower, on which construction will start soon, is completed.

New Business

(Continued from page 16)


LAMBERT PHARMACAL Co. (Listerine toothpaste) not renewing Abe Burrous Saturday on CBS after June 26 broadcast. Advertiser dropping out of radio for remainder of year, but hopes to return after that.

QUAKER OATS Co., Chicago (Aunt Jemima), July 1 renues for 52 weeks first quarter of Ladies Be Seated, on ABC, Mon.-Fri., 2-2:30 p.m. (CDT). Agency: C. J. LaRoche, Chicago.

Adpeople

ROBERT S. LARKIN, who joined Philip Morris & Co. in November 1947 after six years of merchandising and account work with Compton Adv., New York, named sales promotion manager for Philip Morris.

ROBERT J. ROTH, director of radio and promotion for Byer-Rolnick Co., Garland, Tex. (Resistol hats), appointed advertising and promotion manager, succeeding IRVING PIERCE, named sales manager. Mr. Roth continues supervision of radio activities.

JAMES E. GALLAGHER, formerly in sales promotion and advertising with Shell Oil Co., appointed assistant to advertising manager of Rusbam & Horrman Brewing Co., Staten Island.

HOMER REPROLOGE, general sales manager, and E. LLOYD DOSCH, merchandising manager, elected vice president for sales and vice president for merchandising, respectively, of American Home Foods, New York.

ZENN KAUFMAN, merchandising director, Philip Morris & Co., is the father of a boy, Roger, born May 21 in New York.

Rate Card No. 1 Readied By W6XIS at Salt Lake

RATE CARD NO. 1 for W6XIS Salt Lake City, beginning commercial video operation on Channel 4 (66-72 mc) early this month, will be distributed soon to the trade.

According to S. S. Fox, president and general manager of the Inter-mountain Broadcasting Co., owner and operator of W6XIS and KDYL Salt Lake City, the new rate schedule is based on a straight rate schedule for day and night. The basic rate, which includes transmitter and film facilities, services of staff announcer and recorded music for background or film commercials, is divided into the following seven units: One hour, $100; 30 minutes, $60; 20 minutes, $50; 15 minutes, $40; 10 minutes, $30; five minutes, $20, and one minute, $15.

Remotes or programs using live talent or those requiring extra facilities or personnel are not covered in the basic rates. Rehearsals in excess of the gratis 2:1 ratio (based on airtime) will cost $15 per quarter hour or portion thereof. Charges for air time and facilities are subject to 15% agency commissions.

Films for Stassan

NOVEL approach to the use of film in political campaigning was introduced in New York May 27 when Harold Stassen utilized film inserts during a speech on WCBS-TV New York. Jerry Fairbanks Productions made the films on subjects referred to in Mr. Stassen's speech. Inserts were prepared on order of Mr. Stassen's backers.

The Swing Is to WIB in Kansas City

The Swing Is to WIB in Kansas City

MUTUAL NETWORK -710 Kilocycles

* 5,000 Watts Night

June 7, 1948 * Page 73
HAAK J. TYLOR, KFI Los Angeles sales manager, has been named general manager and coordinator of television operations, replacing CHARLES E. BROWN, who resigned to become program director of Video Broadcasting Co. No replacement has yet been named for Mr. Tyler. He had been with KFI for past five years, previously as sales manager, KFOG San Francisco, Los Angeles manager of Free Peterson Inc. and assistant executive and radio director of John H. Dunlop Co. Art, Chicago.

WILLIAM S. PERRY, former manager of WLAC Nashville, Tenn., and later with CBS in New York, has joined WWDX-FM Paterson, N.J., as program manager. BOB CLAYTON has joined WWDX announcing staff.

JAMES E. BURKE, jn has been appointed director of special features of EMERSON Camera, Kansas City, Mo., succeeding JOHN S. MCDERMOTT, who has been named promotion director. Mr. Burke entered radio in 1938. He comes to KMSC-KFPM after two years in Los Angeles, where he had male voice work for "Money of My Dreams" and appeared in other CBS and NBC shows, including in other CBS and NBC shows, including "Studio One." Said Burke, "In the new post he will handle public service as well as remote and other special events.

ROLFE BOWELL, of editorial staff of "New York Sun," June 2 began duties as assistant manager of KMOV, St. Louis.

JAMES T. VANDIVER, director of public service programming of KFI Los Angeles, has been named director of remote programming for KFI-TV, reporting to DICK THOMAS, executive producer of KFI-TV.

MEL KAME, formerly publicity director for Louis, has joined WLOS Blowing, as head of continuity and general programming, WLOS general program director. He had been with WNL for more than 10 years.

BILL HERSON, morning man at WHC Washington, has been appointed Washington representative of CBS. He has been active in local radio and has been with CBS for 15 years.

BOB GRAHAM, farm commentator of CBS Halifax, has been moved to CBX Edmonton, as farm commentator for provincial region of CBC.

BETTY WINCHESTER, women's director for WGOO Gainesville, Fla., has been awarded a 1942 homestead membership by the Texas Farm Bureau. She is a charter member of Florida's, for "her devoted efforts to promote the farm and further the American way of life, a good will through her radio programs." 1942.

NAN WRIGHT, vocalist, formerly with Frankie Carle and Blue Barron, has joined a staff of WLW Cincinnati. Other vocalists joining WLW are GEORGE CARROLL, retiring after divorce of one year and replacing JACK BRICKMAN, WILLIAM ELBERTS, formerly with KMKO St. Louis.

DE KENNER and GERARD HERBERT have been appointed announcers of WODC Ottawa. Mr. Kenner was formerly with CJOY St. Catharines, ON., and CKSB Cornwall and WCBY Toronto. Mr. Herbert has been staff announcer of CKCR Kitchener.

SCOTT REIFERT has joined KXRN Renton, Wash., as program annotator, former announcer, KBSC Seattle, he has also had radio and television experience in Hollywood.

ROBERT V. BROWN, NBC Western Division program manager, arrived in New York June 4 for three months to study operations programming. SAM CANFIELD, NBC Western Division production manager, attended a two-month meeting.

WILLIAM BROWN, formerly program director of WSPD Piqua, Ohio, has joined production staff.

THERON BARRELS, former producer of Deco Records Co., London, has joined production department of CBC at Toronto.

DON GILLIS, NBC composer and production director was awarded degree of Doctor of Music by Texas Christian College, Rock Hill, S.C., during recent graduation ceremonies.

Winfield, 15, Jr., Wills, produced NBC symphony broadcast, a former Texas Christian College, teacher.

UGN MORRISON has rejoined Canadian Broadcasting Corp. as supervisor of its Latin American services. He last joined CBC staff in Toronto June 2 to be supervisor of talks. In 1943 he went to New York with a Latin American airfield, and for past two years has been in public relations work there.

GORDON SHILLER, producer, and operator of CJCA Edmonton, has joined CBX Edmonton, as producer.

ROH MILLMAN, co-host of 27-28 series of the WABF (FM) New Bedford, Mass., has joined the staff of KFKK Seattle, a former Texas Christian College, student.

DR. KARL T. GERINGER, professor of history and theory of music at Boston U.'s College of Music, will be a guest on the "Music in the Thing" show over WMEX Boston.

GERVIC BRADY, program director of WZIP Cleveland, has been named producing director of Canton Advertising Club.

FRED EDWARDS, m.o. of "Midnight Jamboree" over CHC Dallas, has been invited to Hollywood for pictures for Monogram Films. Mr. Edwards will appear in his program upon his return from Hollywood.

BARBARA HALL, continuity director of WCHU Itaca, N. Y., has been chosen "Outstanding Announcer" in the Midwest. She will play in eight weeks this summer on state-wide committee project in International Understanding.

ERSKINE JOHNSON, columnist and radio commentator, has been signed to a three-year contract for radio film series based on Hollywood doings, and personal appearances.

JACK T. H. FENETY, announcer of WCFB CHICAGO, has been appointed program director. He joined CPNF in 1942 after discharge from Canadian army.

BETTY MEARS, NBC Western Division staff member, has been appointed to the Education Committee of Television Academy of Arts and Sciences.

CBO'S Hollywood director of education and public relations, has been awarded certificate of appreciation by National Conference of Christians and Jews in recognition of his work in the promotion of American Brother- hood.

BILLY BOLTON, chief announcer at CJAV Port Alberni, B.C., has resigned. PETER LAVALLEY, formerly of CHAT Cleveland, has been appointed managing staff of CJCA Edmonton.

WOMEN active in radio in Port Wayne, Ind., have formed new organization to be known as Women Broadcasters Organiza- tion. Included are JANE WESTON, WOJO; POLLY BAKER, WPTW; Peg BORDEAN, WOR; BARBARA EVANS, WO-WO-FM; MARY MC DONALD, WIEU; ROSE ROEHER, WTV; JEANNE NEUMAN, WANE, and PAT SANFORD, WHBI.

EMILY WESTCOTT, narrator of "Make Home Your Hobby" on WIBX Utica, N.Y., has appointed CLAUDE BAR- RERE as her program representative.

VINCENT F. MITCHELL, assistant to manager of Operations Division, NBC, program department, has been named Boise Idaho. He will solicit area for possible operation.

BOB JANES, formerly with KGO San Francisco, has been appointed program manager for station in San Francisco. He is now freelancing in that city. His program, "The Bob Janes Show," is aired weekly over KGEO San Francisco.

MARK SHELLER, morning disc jockey and m.m. formerly with WFCI Pew- tucket, R.I., is now producing his morning and afternoon show for WSNF Providence.

MRS. FRANKIE C. WALKER, program director of WFOY St. Augustine, Fla., has been appointed an honorary sergeant U. S. Marine Corps in appreciation for support of Marine's recruiting program.

BILL LAWRENCE, director of CBS "Screen Guild Players," is working as a liaison officer for Republic Pictures production of "The Plunderers."

MAXINE THORNQSON has joined KFI Los Angeles as announcer, replacing MARY JONCH, who left June 3 to be manager of WQAR Los Angeles.

BILL FORMAN has joined NBC "RWY Summer Theatre" as announcer. New group is composed of MARVIN DUNN, FRANCIS B. BUSHEMAN and BARBARA HEATH.

DALE WHITNEY, formerly with ABC Hollywood information and sales promotion department, has joined CBS Los Angeles, as secretary to program manager.

TED ROOT, formerly of CPIC and CJAD Montreal, has joined CKCO Ontario, as program director.

More UN News Urged

The General Federation of Women's Clubs has urged wider broadcasting of United Nations news and has commended the NAB for taking a similar stand, according to reports in New York. The Federation adopted a resolution May 27 at its convention in Portland, Ore., pointing out that the NAB at its convention a fortnight ago, urged station managers to give more coverage to UN activities and commending the NAB for its action.

WHAH Louisville, Ky., has completed plans for new studio audio facilities and orders have been placed with Graybars U. S. Co. for various Western Electric equipment.
Koteen Quits Law Dept. Job at FCC

Joins Cohn & Marks, Radio Law Firm in Washington, D. C.

BERNARD KOTEEN, chief of the FCC Law Dept's Broadcast Review Section, has resigned effective June 11 [CLOSED CIRCUIT, May 31] to become associated with the Washington radio law firm of Cohn & Marks, it was announced last week.

He is slated to be succeeded by Parker D. Hancock, who has been in the review section for some nine months and who previously was assigned to the AM Section.

Mr. Koteen told General Counsel Benedict P. Cottone, in his letter of resignation, that he appreciated the "progressively more interesting and more responsible" assignments given him but that he felt compelled to accept the opportunity for private practice "in fairness to my family and myself."

Mr. Cottone said he regretted the decision "very much." He accepted Mr. Koteen's offer to complete work, before leaving, on "any . . . matters that you desire I dispose of, provided they have no relationship either direct or indirect with the interests of my future associates."

Mr. Koteen was given much of the credit for the substantial reduction in the review section's workload, which was estimated to be an 18-month task when he took over last June [BROADCASTING, June 23, 1947], aside from the scores of cases since. The section reviews all decisions in all broadcast fields—AM, FM, TV, renewals, revocations, and transfers.

Attended Wisconsin, Harvard

Mr. Koteen is a native of Paterson, N. J., received his AB degree in Business Administration from the U. of Wisconsin in 1937, graduating with highest honors, and his LLB degree from Harvard Law School in 1940. He managed his father's textile mill at Paterson and later engaged in banking law for the Farm Credit Administration before joining the Navy in 1912. He served as administrative officer to the director of shipbuilding and the director of ship maintenance, Bureau of Ships, with rank of lieutenant.

He joined FCC upon his release from the Navy in January 1945, serving primarily in the AM Section before transferring to the review unit. He participated in the Don Lee renewal hearings on the question of compliance with the option-time provisions of the network regulations.

Mansfield Responds

EFFICENCY of radio was demonstrated again when A. B. Grafton, Mansfield, Ohio, Lincoln-Mercury dealer, opened new sales and service center. Local newspapers reportedly refused copy so all efforts were directed to radio. Results amazed even J. M. O'Hara, WMAN manager, who planned the spot campaign. He reported more than 30,000 people inspected the new showrooms the first week, over 10,000 of them the first day. Other automobile dealers who were reported having trouble with the paper also donated parts of their paid radio time to promote opening, according to the station.

Charles Durban Elected ATS President in N. Y.

CHARLES J. DURBAN, assistant director of advertising of U. S. Rubber Co., has been elected president of the American Television Society in New York. Other officers: Halsey V. Barrett, station relations manager of Du Mont Television Network, vice president; Emerson Yorke, president of Emerson Yorke Studios, secretary; Arch Braunfeld, Braunfeld & Simons, treasurer.

Directors elected were Don McClure, N. W. Ayer & Son; Edward Sobol, NBC; Paul Mowrey, ABC; George Monkovic, CBS; George Shupert, Paramount Pictures; Charles A. Aliscate, Film Daily, and Warren Caro, Theater Guild.

WAGA WILL JOIN CBS SEPT. 26 IN ATLANTA

The CBS change of affiliates in Atlanta from WGST to WAGA [CLOSED CIRCUIT, May 10] will take place Sept. 26, the network reported last week. Simultaneously Mutual will drop WATL and pick up WGST.

WGST, on 920 kc with 5 kw daytime and 1 kw night, is owned by the Georgia School of Technology. John Fulton is general manager. WAGA, on 590 kc with 5 kw power fulltime, is Fort Industry station, and George B. Storer is president. It relinquished its ABC affiliation last December.

WATL is owned by the Atlanta Broadcasting Co., J. W. Woodruff Sr., president. It will become an independent after the realignment of network affiliations. WATL is assigned 250 w fulltime on 1400 kc, holds permit for switch to 1380 kc 5 kw unlimited, directional night.

Sales Costs too, can be reduced

TO: Thrifty Advertisers
FROM: W TAR-Norfolk

"Our Fall-Winter CM Hooper ratings show amazing results, particularly daytime, with 3 additional stations (not operating in the same period last year) now competing. Analysis shows:

"For 15 of the 40 daytime Mon.-Fri. quarter hours WTAR has a higher rating than all other six local stations combined. For 36 of the quarter hours WTAR out-rates its nearest competitor.

"At night, for 43 of the 56 half hours between 6:00 and 10:00 p.m., Mon.-Sat., WTAR has a higher rating than the other three local nighttime stations combined. On the other 13 half hours WTAR is first by a comfortable margin."

Campbell Armoutt
President

NBC AFFILIATE

5,000 Watts Day and Night

Operator, WTAR-FM 97.3 Megacycles
National Representatives: Edward Petry & Co.
May 28 Decisions... BY A BOARD

FM Authorizations

Authorized cond. grant for one Class B FM station; issued CPs for 3 Class B FM outlets, 4 in lieu of previous cond. (See story BROADCASTING, May 31).

Extended

WFCL-FM Chicago—Granted 90 days' extension of time to complete construction on cond. that station be completed or continue interim operation within such period.

Pinellas Bost, Co., St. Petersburg—Granted application for reinstatement of one Class B FM station, new authorization to specify that construction be completed by July 15.

Modification of CP

Trustees of Victor, Ind.—Granted modification of CP to extend conditional receipt date of non-commercial educational FM station from May 27 to Nov. 7.

Deferred Action

WFSS Coram, N. Y.—Deferred action on pending for reconsideration and grant without hearing of its application for mod. CP to specify Class B station instead of Class A station; and adopted notice of proposed rule making to amend revised tentative allocation plan for Class B FM stations to allocate Channel 277 to Coram, N. Y. Interested parties who are of opinions that proposed amendment should not be adopted should appeal to FCC by May 30. Written form set forth may file with Commission in the matter of or brief setting forth comments.

TV—66-72 mc


Copper City Bostg. Corp., Utica, N. Y.—Granted CP extension of license for Channel 1 to complete construction.

Utica Observer-Dispatch Inc., Utica, N. Y.—Granted License Change CP, granting new frequency and power of Channel 1 for new license.

TV—66-72 mc


TNHC-TV New Haven—Granted extension of completion date of CP to Oct. 28.

WSPR-TV Toledo—Same except to Sept.

WHAS-TV Louisville—Same except to Oct. 28.

Graded Modification

KDYL-TV Salt Lake City—Granted modification of CP, to change from Channel 4 to Channel 2 and increase ERP to 15 kw.

Request Denied

WXAO Los Angeles—Denied request for permission to use call letters HEDO for experimental TV station WXAO over 60-day period authorized to operate station commercially.

Modification of CP

American Bostg., New York City—Granted modification of CP, to change from site at GE Building to Hotel Pierre, and change call and power, subject to FCC approval.

Acquisition of Control

WDAY Fargo, N. D.—Granted consent application of control of WDAY Inc. by Earle C. Botke in excess of gift to his father (cons. sh. 21.12%), increasing stock ownership from 33.1/3 to 54.61%.

AM—1580 mc

University City Bostg., Urbana, Ill.—Granted CP new station 1380 kw. 500 40 ft. Ant. Power, subject to cond. that applicant will commence operation at such time as frequency is vacated by WHXY and to approve of and ant. system by CAY; estimated cost: $22,947.

AM—1340 mc

Vir N. James, Salida, Col.—Granted CP new station 1340 kw. 250 w., unlimited. Estimated cost: $11,051.

AM—1490 mc

Springfield-Granville, Utah—Granted CP new station 1400 kw. 250 w., unlimited, engineering cond. and subject to cond. that applicant will commence operation until such time as KANL has vacated 1400 kw. Estimated cost: $21,860.

AM—1230 mc

Edward J. Beece, Lander, Wyo.—Granted new station 1230 kw. 250 w., unlimited, engineering cond; estimated cost: $17,500.

Modification Granted

KNAK Btstg. Co., Lake City, Minn.—Grant modification of CP to increase power to 1 kw. 40 ft. Ant. and changes in trans. equipment; engineering con.

The National BROADCASTING Co.

MAY 28 TO JUNE 3

Reinstatement

KULE Columbus Basin Btstg. Co., Epsom, Wash.—Granted CP to reinstate CP denied Jan. 6,48. This station is authorized to operate on 720 kc., 250 w., 100 kw.-D. Engineering cond.; estimated cost: $9,000.

STB Granted

KFCF Fairbanks, Alaska—Granted STB for period of 30 days, to operate on 660 kc., 1 kw. unlimited.

Extension

ROB Albuquerque, N. M.—Granted extension of BTA for period of 90 days to operate on 770 kc., 25 kw., unlimited, contingent upon final decision of FCC hearing for regular license on 770 kc.

Reinstatement of CP

KXEO Audrain Bstg. Corp., Mexico, Mo.—Granted application for reinstatement of CP which authorized new station 1360 kw., 250 w., subject to cond. that operation shall take place until KKMO has ceased operation on 1340 kc. and has commenced operation on 1070 kc. in accordance with its outstanding CP.

Hearing Determined

Belvedere Bostg. Corp. and Sidney H. Tinley Jr., Baltimore—Granted application for new station 1420 kc., 250 kw., unlimited, contingent upon finally determining that Commission has acted

AUGUST 28-30

FM-Cd

Channel 31.

James H. Burns, Monroe, Mich.—Determined that application for new station 250 kw., 250 w., unlimited, from WYANDOTTE NEWS Corp. et al. be denied.


John A. Bohn, and Bert Williamson, Martinez, Calif.—Designated for hearing application of Bohn for new station on 1550 kc., 250 w., and consolidated proceeding with application of Williamson for new station on 1550 kc., 250 w., for removal and grant without hearing of its application.

The Shelleby Basin, Co., Shelby- ville, Ill. and WWLO La Salle, Ill.—Designated for hearing application of Shell- byville for new station on 1320 kc., 250 w., and consolidated proceeding with application of Williamson for new station on 1550 kc., 250 w., for removal and grant without hearing of its application.

405 W. Jackson Blvd.

EL DORADO, ARK.

the finest

DIAMOND

SYLIUS

GE CARTRIDGES

Reduce Intermodulation Distortion

with the GRAY TRANSCRIPTION ARM

Reduction of the distortion content of "live" results from minimum vertical inertia and maximum stiffness. Other characteristics include frictionless motion, adjustable stylus pressure, self-leveling base and features resulting in finest lateral reproduction. Accommodates all modern cartridges—GE, etc.—and has been adopted for all trans- mission tables by national radio networks—Columbia Broadcasting System, American Broadcasting Company and numerous independent stations. Arm, less cartridge, $35.00.

Write for new descriptive bulletin.

GRAY RESEARCH & DEVELOPMENT CO., Inc.

Factory: Hartford, Conn. Sales: 655 FIFTH AVENUE, NEW YORK 17
Petition Denied

KRAM Las Vegas, Nev.—Denied petition requesting reconsideration by Commission of decision on application for revised registration granted on May 14, 1948, denying application for ST A to operate night-time for period of 30 days.

WWMC Lapeer, Mich.—Denied petition requesting reconsideration and grant without hearing of its amended application, seeking increased hours of operation on station.

AM—980 kc.

Grain County Broadcast Co., Inc., Peru, Ill.—Adopted order severing from consolidated proceeding application for new station to operate on 980 kc 590 N–W 1 kc unslotted, and denied said application.

Petitions Granted

Tuusola Broadcasting Co. Commerce, Tuscola, Ill.—Adopted order granting petitions (2) for leave to intervene, and (2) requesting extension of time in which to file evidence in the application for issuance of a proposed decision in the re-application of WIDZ Broadcast Co. Decatur, Ill., made Tuusola Commerce Petition. Petitioner seeks extension of proceeding for purpose of making oral argument applicable to the evidence and extended time for filing exceptions to June 14.

May 28 Applications .

ACCURATEE for FILING

License for CP

KWAQ Stuttgart, Ark.—License to cover CP new standard station.

AM—1270 kc.

W. A. Smith Broadcasting Co., Inc., Sulphur, La.—CP new standard station on 960 kc 250 w-D. AMENDED to increase ERP to 1570 kc and change trans. location.

WSCMR Louisville, Ky.—CP new standard station for extension of completion date.

License for CP

WLEX Bloxli, Miss.—License to cover CP new station.

WISP Beaver Falls, Pa.—License to cover CP new standard station and specify studio location.

WWZC Columbia, S.C.—License to cover CP change in frequency, increase in power, installation of new trans. and DA change in trans. location.

Modification of CP

KFMV-FM Los Angeles, Calif.—CP FM station for extension of completion date.

WHTM-FM Harford, S.C.

WTCM-FM Savannah, Ga.—Same

WTAM-FM Springfield, Ill.—Same

WBBW Louisville, Ky.—Same

WSWX-FM New York, N.Y.—Same

WSWR-FM, WISRR Springfield, Mass.—CP new FM station to change station location, decrease ERP from 14 kw to 12 kw, increase trans. height above average terrain to 586 ft. and make changes in ant. system.

WWMN-FM Washington, D.C.—CP new FM station for extension of completion date.

WKLX-FM Rome, N. Y.—CP new FM station for extension of completion date and change trans. site, change type trans., change ERP from 31 kw to 5.2 kw, increase trans. height above average terrain to 87 ft., increase overall height above ground to 472 ft., and make changes in ant. system.

KSYW-FM New York, N.Y.—CP to re-locate new FM station which expired 1-26-48.

KVY-FM Pittsburgh, Pa.—CP new FM station for extension of completion date.

WPIT-FM Pittsburgh, Pa.—Same

KMVL-FM Racine, Wis.—Same

CP new FM station for extension of completion date.

RETURNED

Yadkin Valley Broadcast Co., Elkton, N. C.—CP new FM station (Change frequency not listed ERP of 325 kw and ant. height above average terrain 101 ft.)

Acrosonic for FILING

TV—170-180 mc.

Paul R. Hartfield, Bakersfield, Calif.—CP new commercial television station on Channel 6, 189-186 mc. ERP of vis. 2.47 kw, 1.2%.

TV—174-180 mc.

KARM, The George Hearn Station, Fresno, Calif.—CP new commercial television station on Channel 7, 174-180 mc, ERP of vis. 20 kw, sur. 10.6 kw.

Leland Holzer, San Diego, Calif.—CP new commercial television station on Channel 10, 192-198 mc, ERP of vis. 30 kw, sur. 1 kw unslotted.

Assignment of Permit

WFAK New York.—Assignment of permittee corp. from News Syndicate Co. Inc. to WFAK-line

TV—192-198 mc

Public Radio Corp., Tulsa, Okla.—CP new commercial television station on Channel 5, 76-82 mc. ERP of vis. 18.2 kw, sur. 9.1 kw unslotted.

Modification of CP

WUOA Tuscaloosa, Ala.—CP new non-commercial educational station for extension of completion date.

REMOTE PICKUP

Lake City Broadcast Co., Leesburg, Fla.—CP new remote pickup station on 31.22, 35.62, 37.02, 38.26 mc power of 45 w. Emileton Special for FM and hours of operation in accordance with section 4.433.

Modification of CP

WNLO New York.—CP new remote pickup station to change frequency from 150.75, 158.40 mc to 152.75, 152.96, 153.41 mc change power from 12 w to 25 w change equipment.

WLKJ Arcadia, Fla.—CP new remote pickup station for extension of completion date.

APPLICATION RETURNED

AM—900 kc.

E. P. Hurlbut, Jr. and D. C. Stephens, partnership 189-999 Kentucky Mountain Broadcast Co., Prestonsburg, Ky.—CP new FM station on 900 kc, 1 kw-D.

RETURNED May 26.

TENDERED FOR FILING

FM—105.7 mc.

John L. Kern & Richard F. Kern, partners t/a The Belville News-Democrat, Belville, Ill.—CP new FM station on 105.7 mc, ERP of 289 and ERP of 14.4 kw.

FM—94.3 mc.


FM—96.1 mc.

Western Carolina Radio, Shelby, N. C.—CP new FM station on 96.1 mc, Channel 241, ERP of 2.56 kw.

TV—192-198 mc.

Harmco Inc., Sacramento—CP new commercial television station on Channel 3, 60-66 mc, ERP of vis. 17 kw, sur. 7.9 kv.

TV—180-186 mc.

Tri-City Telecasters Inc., Allentown, Pa.—CP new commercial television station on Channel 6, 189-185 mc, ERP of vis. 7 kw, sur. 5 kw.

TV—76-82 mc.

Radio Service Corp. of Utah, Salt Lake City—CP new commercial television station on Channel 2, 189-185 mc, ERP of vis. 18.4 kw, sur. 9.2 kw.

AM—520 kc.

Bankhead Bestg. Co., Inc., Russellville, Ala.—CP new standard station on 920 kc, 1 kw-D.

Assignment of CP

KSTN Stockton, Calif.—Consent to assignment of CP to Dr. Harry Morgan, Knox Lass, N. John Anton & A. Dwight Newton, a partnership d/b/a Stockton Broadcasting Co.

Assignment of License

KJRO Grand Forks, N. D.—Consent to assignment of license to Frontier Broadcasting Co. Inc.

June 1 Decisions

ACTION ON MOTIONS

By Commissioner Hyde

Arn-Nee-Bestg. Co., Ecorado, Okla.—Grant petition to continue hearing from June 8 to Sept. 10 at Washington, D.C.

Ar-Nee-Bestg. Co., Clayton, N. M.—Grant petition for continuation of hearing from June 2 to Sept. 2 at Washington, D.C.

WFOM Bloomington, Ind.—Grant petition for continuation of hearing scheduled for June 5, and said hearing continued indefinitely pending action by Commission on petition for reconsideration and grant.

Fla. West Coast Bestg. Co., St. Petersburg, Fla.—Grant petition for dismissal of AM application.

(Continued on page 78)
No waiting for repairs!

Graybar District Warehouse

You can get immediate replacements on Western Electric 9 Type Reproducers!

Had an accident with your 9 Type Reproducer? You can get a good-as-new replacement right away. Send the damaged unit to your Graybar District Warehouse—and you’ll get a factory-rebuilt Reproducer by return mail. Or send a messenger, he’ll bring a completely reconditioned unit back with him.

QUALITY COUNTS—Remember...FM demands high-quality reproduction—the 9 Type gives it to you!

INDIANA RADIO

Survey of Commercial Stations Compiled

H. J. SKORNIA, radio director of Indiana U., has just compiled a Survey of Indiana Commercial Radio Stations and Facilities. Information was obtained by questionnaires which were sent to all stations in the state.

Information contained in the booklet covers station affiliation, equipment, antenna systems in various departments, opening dates for the past six months, and anticipated openings for the next six months, salaries, news, and transportation services used.


By Commissioner Hyde

Bert Williamson and John A. Bohn, Martinsville, Calif.—Granted petition of Williamson to disburse without prejudice confusion of changes in the current license for changes in affiliation, etc.

WJLC Chicago—Continued hearing indefinitely on application pending action on petition for reconsideration and grant.

June 1 Applications—

NEWstations Compiled

KXRX San Jose, Calif.—Mod. CP new standard station for extension of completion date.

WINZ Hollywood, Fla.—Mod. CP change hours increase power, etc. Applications 9/14/48 to change WCAO-FM to 1 kW-W.D.-DA-DN (940 kHz).

R. W. Bandy, Glenn West, Portland, Ind.—CP new standard station for extension of completion date.

Bamp 24-hour station.

FCC Actions

(Continued from page 77)


KGO San Francisco—Dismissed as petition requesting cancellation of consolidated TV license for June 14.

KWBN Bestz, Corp., Youngstown, Ohio—Granted petition for extension of consolidated TV license for June 14 and same was continued to July 8 at Youngstown.

KREH-TV Seattle, Wash.—Granted petition in part, for extension of consolidated TV license for June 1 to July 1 at Seattle.

Western Union Radio Stations Inc., Pittsburgh—Granted petition for leave to amend TV application for the use of part of the time.

Capital Bestz, Corp., Indianapolis—Granted petition for leave to extend application with respect to technical information.

Leland Valley Bestz, Co., e.t., Allen- town, Pa.—Commission on own motion continued consolidated TV hearing scheduled for June 16 at Allentown to June 30 at Allentown, July 1 at Bethlehem, and July 2 at Easton, Pa.

Kannas City Bestz, Co., Inc., Kansas City, and The Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Granted joint petition for extension of time to submit proposed change of station location.

KPMF Tulsa, Okla.—Granted petition for leave to make changes in consolidated TV license in petition to specify 1400 kW 250 W-N, W-N.

KPEX San Francisco—Granted in part to dismiss application for TV station.

San Diego Bestz, Co., San Diego, Calif.—Granted petition for leave to extend its TV application to show transfer of 50% interest in corporation from Frank Burke to Coptry Fs inc., etc.

Metropolitan Radio Corp. of Chicago Inc., Chicago—Granted petition for leave to amend application for AM station to change station minimum number of hours per day proposed station will operate, to revise proposed program service, etc.

Television Bestz, Co., San Diego, Calif.—Granted petition for consolidation of consolidated TV license for June 1 and same was continued to July 1 at San Diego.

KPII Klamath Falls, Ore.—Granted petition for extension of consolidated TV license for June 1, to June 21 at Washington.

KPII Klamath Falls, Ore.—Passed over petition for leave to amend application.

DOCKET CASE ACTION

AM-790—Granted

Announced proposed decision looking toward grant of applications of North- side Broadcasting Corp. for CP to change facilities of WGN, Chicago, Ky., from 1400 kW 250 W-N, W-N, 1 kW-5 kW-25 W-N, N-D, subject to approval of trans. site and antenna system by OAR. At same time Commission adopted order reopening record in this proceeding for limited purpose of receiving in record applicant’s amendment which was accepted March 5 to specify non-directional D operation and to modify N array to provide wider area of protection to WMC Memorandum of proposal to extend part of record and closed.

BY THE SECRETARY

KBIK Hillboro, Tex.—Granted li- cense for new station 1500 kW 250 W-D.

WJYF Cagius, P. R.—Granted for new station 1500 kW 250 W-D.

WTAN Clearwater, Fla.—Granted license for new station 1500 kW 250 W-D.

WMRA Myrtle Beach, S. C.—Granted license for new station 1500 kW 250 W-D.

WKY Hillsboro, Ala.—Granted license for new station 1500 kW 250 W-D.

WSL Baltimore—Granted license for new station 1500 kW 250 W-D.

BY COMMISSIONER HYDE

Bert Williamson and John A. Bohn, Martinsville, Calif.—Granted petition of Williamson to disburse without prejudice confusion of changes in the current license for changes in affiliation, etc.

WLRI Chicago—Continued hearing indefinitely on application pending action on petition for reconsideration and grant.

June 1 Applications—

ACCEPTED FOR FILING

Modification of CP

KXRX San Jose, Calif.—Mod. CP new standard station for extension of completion date.

KPCW-WFM Chicago, Ill., to 8/1/48; WJHL-FM Johnson City, Tenn., to 7/15/48; WJLR-FM Knoxville, Tenn., to 7/15/48.

KXRX San Jose, Calif.—Mod. CP new standard station for extension of completion date.

Bamp 2-hour station.
new standard station for extension of completion date.

AM-990 kc
The Cornbelt Best Co., Storm Lake, Iowa.—CP new standard station 1450 kc, 250 w unlicensed. AMEND to change frequency to 1450 kc after 990 hours from unlicensed.

AM-1320 kc
Taunton Radio Corp., Taunton, Mass.—CP new standard station 1320 kc 1 kw D.

AM-1420 kc
Maple City Broadcasting, Horrill, N. Y.—CP new standard station 1420 kc 350 w D. AMEND to change power to 1 kw D only, change hours from to cover new station, exp. date.

AM-1350 kc
Mrs. Jane Rainey, Owensboro, Ky.—CP new standard station 1350 kc 250 w D.

License for CP
KCLV Hamilton, Ohio.—License to cover CP new standard station.

AM-1430 kc
Weirton Broadcasting Co., Weirton, W. Va.—CP new standard station 1430 kc 500 w D.

License Renewal

TENDER FOR FILING

TV—180-186 mc
Penn-Allentown Bst Co., Allentown, Pa.—CP new standard television station on Channel 3, 180-186 mc, ERP 3,360 kw 1 kw D.

AM-960 kc
D. C. Stephens, St. Petersburg, Fla.—CP new standard station 960 kc 1 kw D.

Assumption of License
KWOZ Keokuk, Iowa.—Assume to assignment of license to Cy N. Bahalka.

AM-1290 kc
WKNE Keene, N. H.—CP make change in DA-D, eliminating DA-DN on 1290 kc 5 kw. unlimit.

AM-540 kc
Rev. John P. McNamee, Red Lion, Pa.—CP new standard station 940 kc 1 kw D.

June 2 Decisions

BY COMMISSION EN BANC

FM Authorizations
CPs for one Class A and one Class B FM stations were issued by FCC also authorized four Class B FM CPs.

FM-91.7 mc
Tacoma School District No. Ten, Tacoma, Wash.—Grant CP for noncommercial educational FM station.

FM-91.3 mc
Tacoma Broadcasting System Inc., Seattle—Grant extension of time in which to complete construction.

FM-91.1 mc
Sacramento, Calif.—Grant extension of time in which to complete construction.

FM-90.9 mc
Carbondale, Ill.—Grant extension of time in which to complete construction.

FM-90.6 mc
Stillwater, Minn.—Grant CP to replace expired license which authorized construction of Class B station.

FM-90.0 mc
Frisco Blend Station Inc., Seattle, Wash.—Grant CP new TV station.

FM-89.9 mc
Phoenix Television Co., Phoenix, Ariz.—Grant CP new TV station.

FM-89.8 mc
KSB St Louis, Mo.—Grant CP new TV station.

FM-89.6 mc
WGN Chicago, Ill.—Grant CP new TV station.

FM-89.4 mc
WQXR New York—Grant CP new TV station.

FM-89.1 mc
WKY Radio Co., Oklahoma City—Grant CP new TV station.

FM-88.9 mc
WJO Fort Wayne, Ind.—Grant CP new TV station.

AMENDMENTS

AM-990 kc
San Antonio Television Co., San Antonio, Tex.—Grant CP new TV station.

AM-1350 kc

AM-1420 kc
Milwaukee Bst Co., Milwaukee—Grant CP new TV station.

AM-1430 kc
Omaha Bst Co., Omaha—Grant CP new TV station.

AM-1590 kc
Mrs. Jane Rainey, Owensboro, Ky.—Grant CP new TV station.

Extension Granted
WVIT Chicago—Grant extension of time for new station.

WNBC-TV Boston—Grant extension of completion date for new TV station.

WLDW Dayton, Ohio—Grant extension of completion date for new station.

WYXZ-TV Detroit—Grant extension of completion date for new TV station.

KOB-TV Albuquerque—Grant extension of completion date for new TV station.

Exp. TV

WXLL Radio Corp., of America, Princeton, N. J.—Grant CP and license to cover same, new TV station.

Application Dismissed

WXYX Continental Television Corp., Boston—Dismissed application for renewal of license for new station and deleted station as of May 31.

June 2 Applications

ACCEPTED FOR FILING

KSTN Stockton, Calif.—CP new standard station for extension of completion date.

WAPL-FM Racine, Wis.—Same.

WHFS-FM Detroit—Same.

WMGE-FM Amherst, Ohio—Same.

WRCB-FM Birmingham, Ala.—Same.

WMGM Montgomery, Ala.—Same.

WAAF-FM Chicago—Same.

WRAL-FM Raleigh, N. C.—Same.

WHAV-FM Haverhill, Mass.—Same.

KSDF St Louis—Same.

KUKX St Louis—Same.

WABF New York—Same.

KPFF Portland, Ore.—Same.

WFLN Lewistown, Pa.—Same.

KOMO Seattle, Wash.—Same.

TV—186-192 mc
Television Productions Inc., San Francisco—Grant CP new commercial television station on Channel 18 for 192 mc.

WCMC New Orleans—Same.

WHO Put That Dream in Your Eyes?

DELIYAH (Bruno) (singer) (Regent)

GILLY GILLY, WISH WASH (Mark) (Mark)

HIGHWAY TO LOVE (BMI) (Regent)

IT'S SO PEACEFUL IN THE COUNTRY (Regent)

MAY I NEVER LOVE AGAIN (Liza) (Regent)

MR. MIRACLE MAN (Commercial) (Mark)

MIRACLE FRIEND (Amigo) (Regent)

RINGO JUBILEE (Stuart)

SPRING IN DECEMBER (Melody-Legacy) (Regent)

SWING LOW SWEET CLARINET (Stuart)

TIME AND TIME AGAIN (Mark) (Mark)

WHEN VERONICA PLAYS THE HARMONICA (Deyo) (Warner)

YOU'LL ALWAYS BE MY SWEETHEART (Marks) (Starrer)
New Pep for Your Platter Shows from RCA Victor's latest releases

TEX BENNEKE
Makin' Love Mountain Style and Meadowlarks RCA Victor 20-2898

DENNIS DAY
Clancy Lowered the Boom and The Romance of the Rose RCA Victor 20-2810

PATSY MONTANA
Mama Never Said a World About Love and Little Old Rag Doll RCA Victor 20-2899

ROOSEVELT SYKES
Boogie Monkey Tonky and Bozie Blues RCA Victor 20-2902

HENRI RENE
Piano Polka and Main Street Polka RCA Victor 25-1111

GLENN MILLER
Reissued by Request by Delilah and Adies RCA Victor 20-2942

RCA VICTOR RECORDS

Programs

SEVENTH edition of “All Twin and Junior” Show,” annual feature of WJIK Radio Amateur Hour” heard Sundays over WJIK Pittsburgh, was presented late last month before a large audience of 1,500 persons. Program offers opportunity for talent from tri-state area. Two sets of triplets and 14 sets of twins entered, singing a three-hour show, presented by Davey Tyson. Also featured on show were Joe Myer, ABC station star, and Jack Logan, announcer and producer of KDKA Washington, who com- mutes to Pittsburgh each Sunday for show. Prizes of $500 were awarded by Wilkens Jewelry Co., sponsor of show since 1938. There were 14 sets of triplets and 6 sets of twins in audi- ence. Response was so great, station reports that repeat performance was scheduled for June 6.

Race Trailers

HORSE RACE films taken at Delaware Park by track stewards for use in capturing fouls were turned into exc- iting commercial television trailers on WCAU-TV Philadelphia to advertise the park’s meetings starting May 31. WCAU-TV officials consider this type of commer- cial so entertaining that they look for auto race promoters, baseball, football and basketball teams, circuses, etc., to follow the format. A truck slated for six or more announcements and one ten- minute film period on WCAU-TV. John Wilkens Jewelry, Wilmington, Del., placed the account.

Veterans’ Feature

RADIO-ASPIRING veterans from Gel- ler’s Theatre Workshop, Los Angeles, are having opportunity to write, pro- duce and act for new “Veterans’ Work- shop” programs being offered half-hour weekly as public service on KFVD Los Angeles. Programs, which are being screened by veterans, are transcribed.

The Mayors’ Report

THREE MAYORS of tri-city area of Hol- yoke, Chicopee, and Springfield, Mass., are heard weekly over WACK and WACK-FM Chicopee, in new series titled “The Mayor’s Report.” Each is given time to discuss problems confronting his particular municipality. Purpose of

KELLY REPLACEMENT

Alabama Farmer Takes Over As “R.F.D.” Goes NBC

A 41-YEAR-OLD Alabama farmer, who was winning contestant eight times running on R. F. D. America, replaced Joe Kelly as permanent m.c. when the program switched from NBC June 6. New series originates at NBC Chicago studios at new day and hour, Sunday, 1:15 p.m. (CDT).

Primary factor behind Mr. Kelly’s replacement on farm quiz show, according to spokesman at Louis G. Cowan’s Chicago office, was that the quizmaster also is heard on network’s Quiz Kids, which also emanates from Chicago two hours later. Decision was made at request of Milt Laboratories, Elkhart, Ind., which sponsors Quiz Kids.

New m.c. is Ed Bottcher, who never stepped before a microphone until March 25 when he appeared for the first time as a contestant on the farm program.

Show reportedly has been bought for ABC by summer period by Ford dealers, which originally turned it down for the Fred Allen program.

Rapid Progress Seen for Radio’s Future

Rapid progress is foreseen for broadcasting in the next few years by Standard & Poor’s Corp., New York industrial analysts, in a forecast of the electrical equipment industry.

As more television sets are marketed, increasing numbers of advertisers will turn to this medium, spurring improvements in both sets and telecasting,” according to the report.

Of considerable potential im- portance is the introduction of FM broadcasting under the Armstrong patents, finally approved for com- mercial broadcasts in 1941. FM and television are expected eventu- ally to replace virtually all sets now in use, since relatively few sets capable of receiving such broadcast- casts have been sold. Combination radios including AM, FM and short- wave reception, plus a record player, will be an added feature. These are now on the market.

The analysis points to prospect of further gains in auto sets as radio becomes standard equipment in new cars, with similar gains for portable sets.

Standard & Poors sees an ex- panding market for tubes, with profit margins limited by pressure of radio manufacturers against price increases as a result of ex- panded productive capacity.

Sales of radio sets were esti- mated at 17,000,000 in 1947, having a value of $1,144,200,000, an aver- age price of $77.

Special Hooperings

C. E. HOOPER INC. has been re- tained by Broadcasters Guild to measure pattern of interest in top local programs in 10 key markets through country, according to James Parks, Hollywood vice pres- ident of the transcription organi- zation. Intent of study is to deter- mine possible format which may be syndicated elsewhere to Guild’s 124 member stations. Membership breaks down as follows, Mr. Parks explained: ABC affiliates, 30; CBS affiliates, 15; MBS stations, 27 and NBC, 13; 39 independent stations are also members.

Tune in for special programs

SONS OF THE PIONEERS
Introducing Patsy Steel and Singing "Blue Shadows"

WALT DISNEY’S NEW TECHNICOLOR MUSICAL

MELLOY TIME

contented hour

RADIO SHOWS

Monday, June 7
10:00 P.M. E.D.T.

RELEASING BY RKO Radio Pictures

BROADCASTING • TELECASTING
NEW RATE CARDS ISSUED ON CBS-OWNED OUTLETS

FOUR CBS-owned stations have just issued new rate cards, highlights of which are retention of Class A evening hour base rates, "adjustments" in rates for certain time segments, and elimination of the dollar volume discount.

The new rate cards became effective June 1 at WCBS New York, WEEI Boston, WCCO Minneapolis, and WTOP Washington. The cards were mailed on May 25 to agencies and clients, with an explanatory letter by Carl J. Burland, general sales manager. Advertisers may continue on the old rate basis all business contracted as of June 1, Mr. Burland said.

LABOR SETTLEMENT
Station Manager Turns
"Mediator"

RADIO MANAGEMENT assumed a new role when George Volger, manager of KWPC Muscatine, Iowa, found himself as "mediator" in a local labor dispute.

AFL Machinists and Foundry Workers had been on strike for over three weeks against the Carver Pump Co. plant in Muscataine. A federal conciliator met three times with union and company officials but failed to reach a settlement.

Roy Luce, news editor of KWPC, had been in constant touch with the company and had carried news of the strike on all newscasts. Mr. Volger and Mr. Luce found they were being consulted by both groups, and when the third mediation attempt failed, Mr. Volger invited representatives of the union and company to meet at the station's offices in an effort to settle the dispute.

In an hour and fifteen minutes after the meeting started an agreement was reached and in three hours the rank and file union members had voted to accept it. The plant reopened and KWPC resumed high letters of thanks from the unions and from the management of the Carver plants.

THE SURNAME Lackey is synonymous with radio in Kentucky, where three Lackey brothers manage three AM-FM stations. Station managers (l to r) are F. Ernest Lackey, WHKF-WHIP-AM Hopkinsville; W. Prewitt Lackey, WPAD WPAD-FM Paducah, and Heath S. Lackey, WSON WSON-FM Henderson. Pierce E. Lackey is president of the licensee companies of all the stations.

Ad Research Associates Open
at Salt Lake City

To further advertising research, market and product analysis in the Intermountain area, Frances H. Peterson, Robert E. Segil and William D. Rice have formed Advertising Research Assocs. at 200 Boyd Park Bldg., Salt Lake City, Utah. The firm states that it is prepared to offer business firms and service organizations its services of advertising research and planning; and product and marketing analysis.

At present Advertising Research Assocs. is conducting a sample survey in Salt Lake City area, comparing the "pulling power" of local and national advertisers, as well as readership surveys of the three local papers. Plans are under way to conduct continuous and complete survey for subscribing businesses.

Gen. Parks to Hawaii

MAJ. GEN. FLOYD L. PARKS, who has been chief of the Army's Public Information Division in Washington, D. C., has been given a new assignment as Chief of Staff, U. S. Army, Pacific, and will be stationed at Fort Shafter in Hawaii, the Army has announced. Gen. Parks' successor as public information chief will be Maj. Gen. Bryant E. Moore, who has been commanding U. S. troops at Trieste.
I Larry Harding, veteran New York radio producer-director and until recently program manager of WJYX Rochester, has opened his own office for general promotion and production in Western New York state area, operating in Rochastter, Buffalo and Syracuse.

Fred Rosen, former executive director of the Motion Picture Institute, has joined the staff of World Video Inc., New York, as program producer.

Evelyn Lawson has resigned as publicity relations director of La Falmouth Theatres to specialize in television and motion picture picture shows. Her office is to be located in Chicago, 122 E. 42nd St., New York. Miss Lawson is a former publicity relations director of WARD New York.

C. P. Jaeger, former vice president in charge of ABC, with whom he was associated for five years, has joined the staff of WJSN River City, New York, as advertising displays consultant. He is a vice president. He previously was a vice president of Audience Research Records Inc. for more than two years.


Productions for Television Inc., new video production company, announced last week that it has been appointed consulting consultant for Emil Mogay Co., New York. Company is currently engaged in fund raising, including the United Fund for the United Church of Christ, to be supplemented by a new Class B permit for CP 473.0 MHz, effective. A new Class B permit for CP 473.0 MHz, effective.


Jesse H. Huf, Jr., and V. Allberry, have been named agents for their television, "Telefilm Snapshots." Mr. Hufman has been appointed South Seas, Mass.; Mr. Allberry will photograph in Australia.

Star Features Syndicate, which currently prepares "Little Things About the Stars," syndicated radio column to be made available in about 30 newspapers to the world's television news service for U. S. newspapers. New television includes pictures of weekly television highlights, and will be distributed print newspapers in television. Costs for service will be paid by television manufacturers. Star Features said.

Equipment

E. H. Vogel, president of radio sales division for General Electric from 1935 to 1950, has returned to company as a member of staff. Mr. Vogel, vice president and general manager of GE's Electronics Park in Syracuse, N. Y., has been advertising manager for consolidation of sales. He previously was advertising manager for radio and television, advertising and sales manager for RCA Victor, and more recently as president in charge of sales for Parsippany Television and Radio Corp.

Associated Radio Service of New York, by the newly formed group to provide radio service, has named WNEW New York, "official station of the Under agreement. WNEW will publish ARTS, and that the program to nullify all push button type radios they sell and they will not.

Ellis L. Redden, manager of sales promotion and training, Crosby Div., Avco Mfg. Corp., has been appointed director of advertising and sales promotion, responsible for all advertising, media sales, promotional activities, training programs and Home Economics. Mr. Redden, who joined Crosley last November, previously held similar position with Norge appliances and was merchandising contact with McCann-McGraw New York.

Donald E. Ward, assistant sales manager of Seattle Sounder Corp., New York, appointed sales manager.

A NET profit of $1,280,000 per year after taxes, was announced by Associated Sound Corp., Los Angeles, California. Profit is equal to $4.25 per share on 600,000 shares now outstanding.

Six Grants in FM Authorized by FCC

Construction permits were issued last Wednesday by FCC for two FM stations, including one Class A and one Class B outlet. CFS in lieu of previous conditions also were awarded for four Class B FM stations.

WXRA-FM, owned by Western Nebraska Broadcasting Co., received the new Class B permit for Channel 277 (103.3 mc) with effective radiated power of 4.2 kw and antenna height above average terrain of 337.0 ft. The new Class B permit for CP went to WJEN Springer, Ohio, owned by Champion City Broadcasting Co. Facilities authorized were Channel 280 (103.9 mc), 1 kw ERP and antenna 90 ft. high.

The following were authorized CFS in lieu of previous conditions: power is ERP and antenna height is above average terrain.

WXRA-FM, Channel 254 (107.6 mc), 30 kw ERP, 300 ft. antenna height above average terrain.

WXRA-FM, Uniontown, Pa., Channel 253 (106.3 mc), 2.5 kw ERP, 115 ft. antenna height above average terrain.

WXRA-FM, Rochester, N. Y., Channel 258 (108.3 mc), 3 kw ERP, 250 ft. antenna height above average terrain.

WHXK, United Broadcasting Co., Cleveland, Ohio, Channel 284 (100.1 mc), 3 kw ERP, 360 ft. antenna height above average terrain.

Darrell E. Yates, licensee of KQRA (AM), Lufkin, Tex., was granted reassignment to reissue his FM permit which expired in February. Facilities are Channel 236 (95.5 mc) with ERP of 2.9 kw.

Taco School District No. 10, Tacoma, Wash., was granted permission for new non-commercial educational FM station on Channel 219 (91.7 mc) with ERP of 3 kw and antenna of 450 ft.

RWG STRIKE NEARING; NEGOTIATIONS STYMIED

Radio Writers Guild moved to strike last week when talks with an agency committee were broken off despite efforts of the U. S. Conciliation Service. However, it was indicated by Roy Langhams, the union's national secretary, that no strike action will be taken until early fall, since many of the shows involved will be off the air until then.

Efforts of the RWG to negotiate individually with the heads of some 30 advertising agencies after negotiations with the joint committee were stymied, mishandled because of unfavorable timing, Mr. Langhams admitted. Letters suggesting such talks went out to the agencies shortly before the Federal agency entered the picture. The union's position was that individual action was out of place until conciliation had been attempted.

The Guild's contract conversations with agency representatives began January 1. The agencies have steadfastly refused to recognize the RWG as collective bargaining agent for commercial radio writers, according to the union.
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<th>Name</th>
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<td>JANSKY &amp; BAILEY</td>
<td>1329 Wisconsin Ave., N. W.</td>
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<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St., N.W.</td>
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Help Wanted
Managerial

General manager: Good opportunity for extremely well qualified man to take full charge of a large metropolitan market. Present employee advised. Send complete personal history and experience with first letter. Box 46, BROADCASTING.

Manager wanted for midwest station. $2,500 salary. Write Box 701, BROADCASTING.

Salesmen

Wanted: Salesman. Excellent opportunity to work for a dynamic newspaper owned station. Many opportunities to work with a highly motivated management team. Write Box 665, BROADCASTING.

Wanted: Salesman, Experienced in handling personal and classified ads, desired for network station. Base salary plus commission. Send complete data sheet. Box 675, BROADCASTING.

Announcer

New England 5 kilowatt network affiliated station looking for experienced announcer. Proven, repeat-proven, consistent personality with good speaking ability. Must be interested in permanency and furnish character references. Start complete story, audition. No material returned. Box 518, BROADCASTING.

Looking for a job? Need personnel? Have equipment for sale?

If so, an ad or two in BROADCASTING's classified advertising department will bring your message before 15,300 paid subscribers, who embrace every segment of the radio business.

All classified advertising will be given a blind box number unless otherwise specified. Your identity will not be disclosed.

RATES:

Situation Wanted 10c per word—minimum $1.00.
Help Wanted 20c per word—minimum $2.00.
All other classifications: 25c per word—minimum $4.00.
Display advertising $12.00 per inch, one inch and a half $18.00.
Two inches, $24.00. Payable in advance.

On these rates what can you lose? Deadline 10 days in advance.

Say when.

--

Situations Wanted
Managerial

Manager as executive officer: responsible for successful development of a large metropolitan network. Requires good commercial, engineering and management experience. Box 465, BROADCASTING.

TV ART DIRECTOR

To design and execute sets, handle props, letter, title cards, etc., for local and national television stations. 10 years of experience, including actual television production experience. Box 686, BROADCASTING

ANNOUNCER

An experienced announcer capable of doing varied radio and television work. Must be experienced in network and local advertising. Send complete data sheet. Box 675, BROADCASTING.

HELP WANTED

An engineer with 5 years experience in the field. Must have a good working knowledge of electronic equipment and be familiar with all phases of programming. Box 675, BROADCASTING.
**Situations Wanted (Cont'd)**

**Program director, experienced. Real idea man. Address Box 271, BROADCASTING.**

**Technical**

**Ships as far away as possible. Apply on 10 watt transmitter in original crate. FOC approved.**

**Situations Wanted (Cont'd)**

**FRANKLY ON THE MAKE**

Forfulltime radio station with radio-voice work. Presently employed as continuity director and woman copy writer. Must be able to type, punch buttons and read青色. Good, attractive, quickly clever.

**school**

**Schools (Cont'd)**

**For Sale**

**electric motor & repair co.**

**Raleigh, N. C.**

**Phone 2-2843**

**New List Price, $1810.00**

**Special Price, $450.00 each**

These are all very desirable units for radio broadcasting stations or small industrial plants where voltage regulation is required or needed, easy to install, just connect to power line. Write us for any additional information required.

**New List Price, $1810.00**
For Sale (Cont'd)

Complete Presto recording and playback equipment in console. Priced for quick sale. WNR, Norristown, Penna.

RCA BYF-35A 250 watt FM transmitter, new condition, used 7 months. Two used WE 100A re-ocoupers with panel 9A. One used Presto model L transcription playback. WPFT, Alexandria, Va. 1050 watt Western Electric Type 20BE1 transmitter. In excellent condition. Available immediately. Radio Station KDDL, Duluth, Minnesota.


New 250 watt station in exclusive Montant territory has 7 acres ground adjoining city. Address Bari F. McGinnis, Lewiston, Montana.

Forsale: Gates limiting amplifier Model 2800 21/2 years of service. Good condition. RCA modulation monitor Type 66-A. Both ready for immediate shipment. Make us an offer. Box 496, BROADCASTING.

Forsale: New REA Solid Constant Voltage Transformer. Primary 85/180V. to 125/250V. Secondary 115V, a 425 amp 60 cycle. For $200.00 wire or write Chief Engineer, KBBW, Butte, Montana.


For sale: 250 watt independent station in exclusive, good western market. Superior equipment in own building. Terms arranged. Address Box 712, BROADCASTING.

For sale: Western Electric Recording Unit, postwar. Two arms and filters, through 9,400. $450.00. KROW, Antioch, Oklahoma.

ROBINSON to Head New 4A Function

D. E. ROBINSON, vice president of C. J. LaRoche & Co., Inc., New York, and a director of Broadcast Measurement Bureau Inc., has been named chairman of the newly-formed Committee on Research for the American Assn. of Advertising Agencies.

The committee, one of the 12 appointed under a plan designed to streamline committee structure, will deal with research and fact-finding problems. Members include: Bruce B. Brewer, Bruce B. Brewer & Co., Kansas City; Franklin Cawli, Kuder Agency, New York; Koo Currie, Needham, Louis & Brorby, Chicago; R. L. Edsall.


W. W. New York newspapers will publish special television sections on two successive days in June: "New York Times" on June 13 and the "New York News" on June 14. WPX, News TV station, is scheduled to begin regular program service on June 15.

ANNOUNCERS


Production-Programming, others

Program director Independent station northeast wants position west coast or southwest. Free June 1. Experience all types announing. Write Box 318, BROADCASTING.

AN OUTSTANDING BUSINESS OPPORTUNITY

For $75,000 cash you can buy the entire capital stock of a consistently profitable 250 watt fulltime network affiliate—the only radio in a young city of 10,000 population; trading center for 150,000 people. Quick assets of $20,000 and an earning power of better than $20,000 net yearly. Will bear full investigation as to equipment and income. Principals only—no brokers.

BOX 660, BROADCASTING
A SPECIAL 15-minute broadcast was made via Farnsworth's WGL Fort Wayne, Ind., during three-day Convention of Farnsworth and Capehart distributors held by Farnsworth Television & Radio Corp. Taking part in the program were former Milford Cross, announcer on Farnsworth's "Metropolitan Opera Auditions of the Air"; E. M. Martin, vice president of Farnsworth; E. A. Nichols, president of Farnsworth; Tim O'Sullivan, WGL announcer; Philip T. Farnsworth, and William Norris, engineer.

Seven Ziv Shows Bought By One Maryland Station
FRED W. ZIV Co., Cincinnati, has announced the purchase by WHFP-FM Silver Spring, Md., of seven Ziv transcribed programs beginning June 15. The series includes Pleasure Parade, Manhunt, Silencer, Kenny Baker, Lightning Jim, Boston Blackie, Easy Aces and Philo Vance.

**Radio Workshop**

APPROXIMATELY 100 students of Syracuse U. Radio Workshop attended on-the-scene demonstration of commercial radio May 26 during visit to studios of WFBL and WFBL-FM Syracuse. After tour of studio students heard a representative of each department outline work of his section. A question-and-answer period followed.

** Technical **

Omer S. Smith, former engineer of WBT, Charlotte, N. C., has been appointed chief engineer of WFBC Baltimore and WJIM Lansing, Mich. Carl Stephens joined WFBC as chief operator.

James E. Furrance, formerly with WCBS-TV New York, has joined WATV Newark, as television operations manager.

Roy D. Cahoon, engineer of CBS at Montreal head-office, has been appointed regional engineer for Prairie Provinces and was transferred with WCBW Winnipeg. He held this post some 20 years ago before being transferred to Montreal and shortwave transmitter of Montreal, now returns with opening of new 50-kw CBW Winnipeg, and 50-kw CBX Edmonton.

Alec McDonald, technical operations staff of CBC Montreal, has been transferred to similar post at CBX, and is being replaced at Montreal by James P. Gilmore, of CBC Vancouver.

Boyd Benham, former monitoring officer of FCC, has joined KPI Los Angeles, as television technician.

**Fall**

DICK WASHINGTON, former chief engineer at WKNX-TV, has joined WZIP Cleveland, Ky., in same capacity.

E. S. Watters has been appointed chief engineer of CBK Watrous, coming from CBP and CBM Montreal. He replaces Ralph L. Reed, who has been appointed to CBX.

Jack Welch, control operator of WFGC Hamilton, Mich., is the father of a boy.

J. R. Iowe has been appointed supervisor general of operations, CBC studios Winnipeg, coming from CBK Watrous, where he was chief engineer.

Raytheon MFG. Co., Equipment Sales Div., Waltham, Mass., has introduced new Hartech VR-500 line of catalytic and custom-engineered automatic voltage stabilizers for precise AC line voltage stabilization.

W. B. Macdonald has been moved from WOEB Toronto to CBX Edmonton, as transmitter operator.

**COMMERCIAL TELEVISION NOW?**

KQV's station WQX is now accepting commercial television programs and spots. Write or wire for details.

**Turntable**

Charles C. Craig, former national advertising manager of Exclusive Records, has joined International Recording Studios Inc., Hollywood, to assist Ronnie Ames, sales head.

**Hollywood Recorded Features**

The following two titles should be added to the transcription directory in your 1948 broadcasting yearbook: "Blackburn" and "Southern Harmony" by "Royal Blue" and "The First Gentlemen."
TEN WINNERS of the first annual American Forces Network "Kilroy" Awards were announced May 30 at Hoechst, Germany. Winners were chosen by ballot of American audience of AFN in US occupied Zone of Germany. Balloons were printed in Stuttgart and 23 unit newspapers published in the European Command.

The awards, signaling the sixth anniversary of Armed Forces Radio Service, are reported to have been inspired by Academy Award "Oscars." Plaques are now being made by Bavarian woodcraft artists and bear inscriptions and a likeness of Kilroy peering over a brass plate bearing the winners name.

In their respective categories, the winners, all AFRS shows, are: Best program, Henry Morgan; dramatic, Suspense; Quiz program, 20 Questions; educational, Science Magazine of AFN; musical, Fred Waring; orchestra, Vaughn Monroe; comedy, Bob Hope; Comedienne, Joan Davis; female vocalist, Jo Stafford; and male vocalist, Bing Crosby.

Winners have been notified by cable; later they will be presented with "Kilroy" plaques.

Promotion Personnel

BRONNIMAN has been appointed to public relations department of CBC Toronto, coming from CKTB St. Catharines.

MARK FINLEY, Mutual-Don Lee publicity relations director, has been elected director of Hollywood Advertising Club. EVA MEYER, has resigned as KFI Los Angeles publicity director to be married. No replacement has yet been named.

"KILROY" AWARDS

AFN Listeners Choose

-Best Ten-

Wire, Write or Phone for Complete Details

THE TEXAS RANGERS

by ARTHUR & CHURCH PRODUCTION

KANSAS CITY 4, MO.

Page 88 • June 7, 1948
Applications Cont'd.

Assignment of CP


Assignment of License

KIRO Bakersfield, Calif.—Granted to Goldenwest National Bank, Bakersfield, Calif., a special CP for the regular banking hours of that bank, effective July 1, 1948.

June 3 Decisions . . .

By COMMISSION EN BANC

WKWO Madison, Wis.—Granted renewal of license for period ending May 1, 1951.

WSU Bloomington, Ind.—Same.

WSVU Peoria, Ill.—Same.

Petition Denied

Denied petition of Clear Channel Broadcasting Co., Inc., for further extension of license pending in 538, to file comments and participate in oral argument.

Assignment of CP

KSTP Minneapolis, Minn.—Granted voluntary transfer of control of CP to Minnesota Broadcasting Co., Minneapolis, Minn., from Howard S. Smith et al to Earl Fletcher, Trustee, Stockton, Calif.

Petition for Rehearing

Wmn. N. Edwards and J. Warren Day for100% of outstanding stock (Comr. Durr for hearing).

WEAM-AM, WFMN-FM Arlington, Va.—Granted voluntary transfer of control of Arlington-Flemington station from H. W. Manvel, to Jack H. and Meredith S. Thomas, for $67,500 for 100% of outstanding stock.

WVLN-AM, Ill.—Granted consent to transfer of control of Galesburg News-Register station from John D. Nirdinger, both deceased, to Galesburg Printing and Publishing Co.

Assignment of License

KIRO Bakersfield, Calif.—Adopted order providing for voluntary assignment of license from J. E. Rodman to Paul R. Bartley, for voluntary assignment to Kern County Beatz, for surcharge of $25,000 (Comr. Coy voting for hearing).

Humboldt-Milront-Bestg. Co., Humboldt, Tenn.—Granted CP station to serve the city for second class station.

Assignment of CP

Griner Dillon Bestg. Co., Bay City, Mich.—Granted CP station to serve the city for first class station.

Identification of Stock

Joliet Broadcasting Co., Joliet, Ill.—Granted to Joliet Broadcasting Co., Joliet, Ill., CP station for a new station at Joliet, Ill., for 100% of the stockholders.

Correction of Error

WGBP Milwaukee, Wis.—Order corrected to show that the CP for the station for the new station in the City of Milwaukee, Wis., was granted to Wisconsin-Michigan Broadcasting Co., Inc., not Wisconsin-Michigan Broadcasting Co.

Approved License

GKRI-AM, Chicago, Ill.—Order of granting a CP to the station for the new station in the City of Chicago, Ill., effective July 1, 1948, was corrected to show that the CP is being granted to Mutual Broadcasting System, Inc., and not to Mutual Broadcasting System, Inc., as previously corrected.

June 6 Decision

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,767 licensed, 350 construction permits, 290 applications in pending file, 300 applications in hearing; FM—128 licensed, 113 conditional grants, 790 CPs (of which 410 are on air under special temporary authority); applications pending, 41 applications in hearing; television—seven licensed, 101 CPs (of which 93 are on air or experimental); applications pending of which 157 are in hearing.

Modification of CP

WEIM-FM Fitchburg, Mass.—Mod. CP new station for extension of completion date, Also mod. CP to decrease ERP from 18 to 9.03 kw, change antenna height.

WRGW-FM Albany, N. Y.—Mod. CP new station for extension of completion date.

WATW Detroit—Same.

WRRN-FM Warren, Ohio—Same.

KMU Muskogee, Okla.—Same.

KOKU Okmulgee, Okla.—Same.

WISR-FM Butler, Pa.—Same.

WJAS-FM Pittsburgh—Same.

WAGC-FM Chattahoochee, Tenn.—Same.

KMBH Belton, Tex.—Same.

WR-FM Dallas, Tex.—Same.

KLUF-Galveston, Tex.—Same.

WLM-WM—SAME.

WMW-Milwaukee—Same.

WEMP-Milwaukee—Same.

WBEZ Chicago—Mod. CP for changes in non-commercial educational station to keep WBEZ 11 at 80 kw.

TV—19B-204 mc

Laeland Heiser, San Francisco—CP new commercial television station on Channel 1, 19B-204 mc, with 1.5 kw. am. 1.5 kw. unam. AMENDED to change ERP to 50 kw.

TV—66-72 mc

The Daniels & Fisher Stores Co., Denver—Petition to change frequency on Channel 4, 66-72 mc, from 66 mc to 68 mc, and to change to ERP to 16.3 kw, 5.4 kw.

WICU Erie, Pa.—CP new commercial television station on Channel 6, 66-72 mc, ERPs via CTB 16.3 kw, 13 kw, 1.5 kw to 7.5 kw.

Petition to Reconsider

C. W. Willard—Same.

C. W. Willard—Same.

The Lublock Television Co., Lubbock, Texas—Petition to reconsider and amend petition for commercial new television station on Channel 6, 66-72 mc, ERPs via CTB 16.3 kw, 13 kw, 1.5 kw to 7.5 kw.

License Renewal

Application for renewal of standard license filed by: WBOY Wheeling, W. Va.—Same.

APPLICATIONS DISMISSED

WPBC Cleveland—CP change frequency from 1340 to 1240 kw.

WBOY Wheeling, W. Va.—SAME.

WBOY Wheeling, W. Va.—SAME.

WBOY Wheeling, W. Va.—SAME.

Approved License

WBOY Wheeling, W. Va.—SAME.

Application for renewal of standard license filed by: WBOY Wheeling, W. Va.—SAME.

FEDERATION FOR FILM

Tendered for license.

KAXY Waterloo, Iowa—CP change frequency from 1050 kw to 1030 kw.

Stock Transfer


WEWS (TV) Repudiates Stromberg - Carlson Ad

WEWS (TV) Cleveland reports that it had to repudiate an almost full page advertisement in a local paper by Stromberg-Carlson Television. AD predicted full scale TV coverage of Democratic and Republican National Conventions in Pennsylvania, Ohio, and New York.

WEWS, which has no coaxial cable or relay connections with Philadelphia, will have to depend delay for full local coverage of the Conventions — Stromberg-Carlson ad implied that direct coverage of the Conventions would be available in Northeastern Ohio, according to the WEWS.
SAN FRANCISCO TV HEARING TO RESUME IN WASHINGTON

RESUMPTION of San Francisco television hearings slated for June 21 in Washington. Final session expected to take one to two weeks.

In final phases of San Francisco sessions (earlier story, page 24) executives of 20th Century-Fox, one of five applicants, were queried on policy in event television programs came in direct competition with Fox West Coast theatre showings. Executives—Henry Wolber, Fox sales manager for 11 western states; and Richard Spier, division manager for Fox West Coast Theatres in Bay area—said they'd favor policy that appeared most profitable, but doubted such decision would ever have to be made.

Other witnesses, including Spyros P. Skouras, president of film company, and brother, Charles, president of subsidiary 20th Century-Fox Corp. of California—outlined plans for $350,000 studios and use of what they said would be some of Hollywood's best talent. Thirty-year lease of transmitting site on Mt. Tamalpais, near San Francisco, reported tentatively arranged.

Company spokesmen said they were sending cards to some 55,000 stockholders to determine citizenship in view of FCC 20% limitation on alien ownership of license stock.

KROW Oakland's bid for one of San Francisco area channels was presented by General Manager Wilt Gunzendorfer. He maintained local television station could best serve Bay Area.

STRAVOISION PROGRESS REVIEWED AT FCC SESSION

OFFICIALS of Westinghouse Electric Corp. discussed Stravoision progress (see story page 21) and 500 mc experiments with FCC group Friday morning. Westinghouse plans to make appearance at Washington TV hearing to be held June 14 by FCC. FCC hearing on Pittsburgh television applications, originally scheduled same day that city, postponed to July 19.

At Friday morning session were Commissioners Fred Hyde and George E. Sterling and members of staff. Westinghouse represented by Walter E. Evans, vice president; John Steen, counsel; C. E. Nobles, Stravoision inventor; F. P. Nelson, Washington representative.

PHONE STRIKE AVERTED

POSSIBLE radio industry complications avoided when threatened nationwide long-distance telephone strike was averted by agreement on new contract last Friday for 25,000 workers in 42 states. Contract, signed by representatives of AT&T long lines department and American Union of Telephone Workers, for 21 months starting June 2, 1948, granted no general increase but allowed improvement of minimum differential rates, increase in holiday, overtime and other compensations.

FRED H. (Doc) MORTON, president of National Concert & Artists Corp. and formerly with NBC, believed to have joined 20th Century Fox. He has had several talks recently with President Skouras, of studio.

AWARD OF RADIO TROPHY SET FOR AAW MEETING

RADIO advertising trophy will be awarded as highlight of 45th convention of Advertising Women, of the West in Sacramento June 13-17.

Award, encouraging improved radio advertising through commercial programs and separate one-minute-or-shorter-spots, based on comments that were originally made in information imparted, effectiveness and listenability. Trophy is donated by Vancouver advertising and sales bureau. Certificate awards also offered. Contest, covering period from June 1, 1947 to June 1, 1948, open to stations, agencies, advertisers or individuals in 11 western states and Western Canada.

Television discussions will be featured during sessions to be participated in by more than 40 national business and vocational leaders. AAW President Russell Zellers, Los Angeles, will preside.

TV PROCEDURE REAFFIRMED

FCC REAFFIRMED Friday its television allocation procedure and requirement of special license requests for changes in channel allocation plan. Commission denied by 3-2 vote Yankee Network plea to reconsider earlier denial of Yankee's petition to switch TV Channel 10 (192-198 mc) from Hartford to Bridgeport and combine applications of both cities in one consolidated hearing [Broadcasting, March 29]. FCC indicated matter can be handled in hearing on proposed amendment of TV allocation table set June 14 [See Telestatus Report, page 14].

WBZ-TV TO BE DEDICATED

FORMAL DEDICATION of WBZ-TV Bos- ton (Channel 4, 66-72 mc) takes place June 9, when station will expand local programming and join NBC's television network. Limited programming now in effect 12 noon-1 p.m. daily includes films and INS news pictures. Regular programming starting June 9 to include full hour of programming beginning at 7, plus big league baseball and other local events. No programming contemplated Mondays and Tuesdays except baseball, according to W. C. Swartley, WBZ station manager.

ON TRUMAN TRIP

FOUR network representatives are accompanying President Truman's swing through western states. They are Bryton Rash, ABC; Bill Hillman, MBS; John Adams, CBS; Fred Bourgholter, NBC. Two television crews are making trip. NBC has Joseph Vadaia, engineer, and John Langanegger, sound; Telenews has Harry Tugander, engineer, and David Mc Kee, sound.

JUDGE MILLER TO TALK

JUSTIN MILLER, NAB president, to address Kiwanis International convention at Los Angeles Tuesday morning on "Radio Broadcast- ing and International Understanding." Chairman of Kiwanis convention program committee is Victor C. Diehm, president and general manager of WAZL Hazelton, Pa.

NETWORK HEADS URGE SUPPORT OF ALL-INDUSTRY DRIVE

AFFILIATES urged to support drive for funds to be used for All-Radio Presentation Committee in letters sent by Niles Trammell, NBC president; Frank Stanton, CBS president, and Mark Woods, ABC president. Half of fund understood to be pledged for color-film promotion project promoting radio as an advertising medium and public service agency.

Victor M. Ratner, CBS advertising and promotion vice president, leaves June 15 for California to go into session for two months. Loaned by CBS to promotion committee, he will write script and prepare basic material for film. Chairman of overall committee is Gordon Gray, vice president of WIP Philadelphia, Herbert L. Krueger, commercial manager of WTAG Worcester, heads finance committee. Main committee meets June 15 to draw up plans for presentation at NAB district meetings starting in late July.

NAB announced Friday that $30,000 of $200,000 needed had been paid in cash, with 150 stations contributing. Finance Committee following through on many verbal pledges.

Closed Circuit

(Continued from page 4)

June 30, when term of Comr. C. J. Durr expires. Best bet is status quo on Port Huron case, with individual Commissioners clinging to original views, but anybody's guess on whether Mayflower decision will be retained, tossed out or modified.

BEFORE GOP policy committee dead reck May 28 that independent agency nominations should not be confirmed this session, one press association polled Senate and found no serious opposition to confirmation of Frieda Hennock for upcoming Durr vacancy on FCC.

THIS WEEK is budget week at FCC. Chairman Wayne Coy, whose fame as wizard of the digits is well known in highest government circles by virtue of his stewardship as Asst. Director of Budget Bureau (1942-44), will allocate FCC's $6,310,000 appropriation on basis of "justifications" made by each department as of today. That's the way it is done at Budget Bureau and manner in which Congress handles it.

YOU DON'T have to pay your money to take your choice on speculation about movie deals promised under TV. Reports were current last week (and promptly denied) that ABC might complete multi-million deal with Paramount to take over its studios and vast film library for TV production and syndication, with Paramount reducing its operations to several thousand theatres which it owns or in which it holds minority interests.

ANOTHER FCC Law Dept. member resigning to enter private practice: Theodore Baron, acting chief, Motions and Rehearings Section, Broadcast Division, June 14 to join radio law firm of Arthur W. Scharfled, Washington. Bernard Koteen, FCC attorney, left this week (see story page 76).

MGM PLANNING television film division within short subjects department. Howard Hughes purchase of RKO stock expected to spill over to television, on that lot since he is known advocate of medium's possibilities.

BROADCASTING • Telecasting
WE APOLOGIZE
(Publicly For The First Time!)

WE SOLD THE KMBC-KFRM TEAM SHORT
by 35%

THE KMBC-KFRM TEAM SERVES 3,659,828 PEOPLE

Our recent third consecutive award for outstanding promotion from The City College of New York and the 1947 Billboard award prove that it is not our policy to "hide our light under a bushel." Nevertheless, our KFRM promotion has been all too modest. According to field measurements just completed, our engineers underestimated KFRM coverage by one-third of its actual area. Yes, that's right. KFRM's proved 0.5 mv/m contour shows a 35% greater coverage area than we have advertised.

And that area boosts the potential audience of the KMBC-KFRM Team to a total of 3,659,828 people! (Even this new figure is ultra conservative because it is conceded that in rural areas a signal of 0.25 mv/m provides good reception.) A study of the map shows how KMBC and KFRM, its daytime associate on the 550 dial position and with an effective radiated power of 12,500 watts, completely cover the enormous Kansas City trade area. That coverage marks The KMBC-KFRM Team as the only economical buy for advertisers who want to reach their huge, rich market in the Heart of America.

Free & Peters, Inc.
National Representatives

THE KANSAS FARM STATION
IN THE HEART OF THE NATION
Programmed by KMBC from Kansas City
Public Service Programs

Awareness of Responsibility Production Know-How

by The Billboard

In the recent local program competition conducted second among all stations of 5,000 to 20,000 watts. Special "Good and Good Color and Cooperation" ranked noteworthy programs of which "The Billboard" mainly responsible thus maintained high in many.

KXY, based on knowledge of the competition evaluation of local program building.

Thanks Billboard for this long-needed!