

FCC Grants FM, Standard Permits

Also Allows Power Increase, Transfer of License

CONSTRUCTION permit for a new standard outlet in New Haven, Conn., another for a non-commercial educational FM station in Los Angeles, an increase in power for a western Kansas station and voluntary transfer of license, one in Mississippi were granted last week by the FCC.

Patrick Goode Director

The Elm City Broadcasting Corp., New Haven, of which Patrick J. Goode, New Haven postmaster and former stockholder of WELI New Haven and WNBC Hartford, is a director, was granted a construction permit for a new local in New Haven to operate on 1340 kc with 250 w power unlimited time, subject to approval of the transmitter site and antenna system by the Civil Aeronautics Authority and in accordance with the Commission's Jan. 26 policy on critical materials.

Officers of the Elm City corporation, in addition to Mr. Goode, who holds 40% of the stock, are: Perlie H. Vining, sales manager of the New Haven Tobacco Co., president (10%); Capt. Garo W. Ray, now on duty with the Signal Corps, vice-president (10%); Aldo DeDonnici, salesman of WELI, secretary-treasurer (40%).

Mr. Goode, with William J. Sanders, owned controlling interests in WELI and WNBC until a year ago when they sold their interests to Arde Bulova.

Consent for voluntary assignment of the license of WFOR Hattiesburg, Miss., from the Forrest Broadcasting Co., to C. J. Wright, B. M. Wright and C. J. Wright Jr., as a partnership doing business as Forrest Broadcasting Co., was granted. No money was involved, the change being from a corporation to partnership.

Other Grants

Frank D. Conard, trading as Radio Station KIUL, licensee of KIUL Garden City, Kan., was granted a construction permit to increase power from 100 to 250 w and make changes in transmitting equipment, subject to the condition that permittee will install antenna that complies with regulations when materials become available, and subject to the FCC Supplemental Statement of Policy, Jan. 26.

The U. of Southern California was granted a CP for a non-commercial educational FM outlet in Los Angeles, to operate on 42,900 kc with 1 kw power, subject to approval of the proposed site by the CAA and compliance with marking specifications, and subject to procedure announced in the FCC April 27, 1942, Memo Opinion.

Chicago Radio Group Writes NAB On Minute Announcements, Surveys

IN TWO letters addressed to the NAB last week, the Chicago Radio Management Club, composed of radio, agency and station executives, sought the Association's assistance in investigating the problem of a standard for the "one-minute" live and transcribed announcement, and in the second letter, asking for research on an acceptable standard of both rural and urban audience measurement. The letters were sent to the NAB through Harry Gilman, secretary of the Chicago Radio Management Club. Following are the texts of the two letters:

At the present time there is much variation and confusion concerning the length of spot announcements, especially for the so-called "one-minute" announcements, on the different stations. "One-minute" live announcements may vary as much as 50% in the number of words allowed by different stations. Even on "one-minute" transcribed announcements that are carefully timed, some stations count the words and refuse to use the announcements unless the "number of words" are cut to their arbitrary requirements.

This situation causes needless confusion and unnecessary expense to both advertiser and agency. Therefore, the Chicago Radio

Management Club requests that this matter be taken up with the members of your association, and that they set up standards for spot announcements, especially on what constitutes a "one-minute" live and "one-minute" transcribed announcement, and that such standards be indicated in the station's rate card.

The second letter to the NAB follows:

Realizing that there are certain inadequacies and shortcomings in present radio survey material, especially with those applying to listening audiences in individual markets, the members of the Chicago Radio Management Club feel that now is the advantageous time for the NAB seriously to consider the problem.

It is our recommendation that your association appoint a joint committee to represent stations, agencies and advertisers to review the situation. Suggest acceptable standards of audience measurement for both city and rural markets and make due recommendations.

In Washington it was indicated by an NAB spokesman that the question posed in the first letter is being studied by the sales management executive committee, and the problem raised in the second is under study by the NAB research committee. Both questions will probably be taken up at next week's War Conference, NAB said.

Trimount Resumes

TRIMOUNT Clothing Co., Roxbury, for Clipper Craft Clothes will resume sponsorship of Dorothy Thompson on the Blue Network Sept. 24 following a 13-week lay-off. Miss Thompson will be heard Sunday, 8:15-8:30 p.m. (repeat 11:15 p.m.), her former period Sunday, 7:15 p.m., having been taken by Serutan Co. Trimount agency is Emil Mogul Co., New York.

Manhattan Names Jones
MANHATTAN SOAP Co., New York, manufacturer of Sweetheart Soap, has appointed Duane Jones Co., New York, effective Sept. 1 to handle advertising, which includes at present *Scramby Amby*, weekly half-hour on 169 Blue stations, and an extensive spot radio schedule on over 100 outlets. Future media plans have not been determined.

Bob Lewis to Navy

BOB LEWIS, WTOP-CBS Washington newscaster heard on the CBS 8 a.m. *World News* for the last two years, leaves the air this week for a brief rest before reporting Aug. 28 to Ft. Schuyler, N. Y., as Ens. Lewis W. Shollenberger (his real name) USNR. He will be assigned to communications duty. Before joining CBS two years ago he was with the UP Washington bureau.

Loewi Joins DuMont

COMDR. Mortimer W. Loewi, former vice-president of Allen B. DuMont Labs., who has been on leave of absence for three years to serve with the Navy, has rejoined DuMont as assistant to the president, in charge of the licensing division.

Evening Net Show Ratings Are Down

August Average 5.3; Leader Is 'Mr. District Attorney'

AVERAGE rating of evening network shows for the first week of August is 5.3, down 0.3 from a month ago and down 0.9 from a year ago, according to the Aug. 15 Hooper ratings. Report shows average sets-in-use during evening hours of 18.8, down 0.4 from a month ago and down 0.8 from a year ago. Average available audience is 71.3, up 1.1 from last month, down 2.1 from last year.

Most listened to program was *Mr. District Attorney*, followed by *Your Hit Parade*, *Screen Guild Players*, Phil Harris (second half-hour), *Mr. and Mrs. North*, *Man Called X*, Gabriel Heatter (MWF), Walter Winchell, *Take It or Leave It*, Phil Harris (first half-hour), *Thanks to the Yanks*, *Dr. I. Q.*, *Album of Familiar Music*, Gabriel Heatter (Sunday).

Guy Lombardo had the most listeners per set, 3.14, with *Palmolive Party* second, 2.77, and *Your All-Time Hit Parade* and the *Telephone Hour* tied for third with 2.76 each.

Highest sponsor identification rating of any subscriber program was that of *Your Hit Parade*, with 83.6. Lowest figure in this classification was that of *Take It or Leave It*, with 13.6.

Smith to Hollingbery

LOUIS A. SMITH, formerly manager of KOWH Omaha, and for the past year Plough Inc. account-man for Lake-Spiro-Shurman Adv., Memphis has joined the George P. Hollingbery Co., station representatives, as director of FM and television. Mr. Smith will act in an advisory capacity to all radio stations represented nationally by the Hollingbery Co., and at present is studying operational methods at Balaban & Katz television studios, Chicago, and plans further studies at the GE Labs. Schenectady, before joining the company in New York.

Storm Interruptions

A SEVERE electrical storm in Texas caused several momentary interruptions in the American Tobacco Co. *College of Musical Knowledge* on NBC last Wednesday, 10-11 p.m. The same evening lightning hit the tower of WEAF New York inflicting no permanent damage but producing interruptions in Dor Hollenbeck's 6-6:15 p.m. news cast on WEAF and to *Serenade to America*, 6:15-6:40 p.m., NBC sustainer.

KGHF Power Increase

KGHF Pueblo, Colo., is now operating on 1,000 w day, 500 w night, an increase from 500 w day and night which was granted by the FCC effective Aug. 7. Station had been operating on increased power by temporary permit since July 13.



Drawn for BROADCASTING by Sid Mix

"This New-Fangled Radio Signaling 'U Drive Me Nuts!'"