ATTENTION advertisers, agencymen, timebuyers—all businessmen who are, or should be, using radio in New York today.

WOR can now make a statement that cannot be made by any other station in New York...

WOR is the New York station tuned to longest in the most homes during the daytime (6:00 am to 6:00 pm) in a 4-state, 78-county area including metropolitan New York*

School Time's solid following is built on solid service

COMMENTS LIKE THESE make WLS glad that we have consistently checked the teachers' wishes and scheduled School Time at their suggestion for the past 10 years.

"OUR SCHOOL LISTENS EVERY DAY," we hear often. Other excerpts from recent School Time mail include—"Magic Harp and Visiting Day are our favorites"—"you are to be congratulated on your efforts with School Time"—"would appreciate receiving a copy of today's broadcast."

"WLS HAS PIONEERED in adapting radio to the elementary classroom"—"eager for you to visit our school"—"a pleasant relief from so many soap-box operas."

PUPILS, PARENTS, TEACHERS are alike appreciative, judging from these letters that come from tiny-one-room and big consolidated schools from Maroa, Illinois; from Benton Harbor, Michigan; from Chicago and Oak Park and Kiel, Wisconsin, and all around our four-state area.

THEY'RE TYPICAL OF THE MAIL WLS School Time receives, and naturally, WLS is pleased that it can serve so many pupils in so many schools, so well. Like Morning Devotions, Dinner Bell Time, WLS National Barn Dance, and News, School Time is part of a thorough-going program aimed at complete broadcast service to the family group in Midwest America.

22 years of broadcasting SERVICE

A Clear Channel Station

We aren't talking about the "88" which people outside radio know as a piano. We mean the 88% of Philadelphia listeners who know WPEN.

Recently listeners were asked to name Philadelphia stations. Far more knew WPEN than any other independent in the city—and one network outlet.

That's a convincing tribute to WPEN's alert and timely programming. Like The Evening Bulletin, the largest evening newspaper in America, which owns and operates the station, WPEN has studied Philadelphia's tastes—and builds shows that please them. In America's third largest market, it pays to use WPEN—the station Philadelphians know and like.
WHAT'S happened to United States Network venture? It isn't dead, says Bernard B. Smith, New York attorney and incorporator. [Broadcasting, March 25], who left for England Friday without announcement of personnel or plans, promised weeks ago. Details still incomplete, said Mr. Smith, but should be cleared up during fortnight of his absence. Original plan for $1,000,000 capitalization now increased to $3,200,000, IF (and it's a large project) project gets under way. Capital would be advanced largely from sources not unfamiliar to broadcasters.

THAT reappointment of Paul A. Walker for another seven-year FCC term is all but nailed down seen following visit to White House by Gov. Kerr of Oklahoma in his fellow Oklahoman's behalf. Walker, keynoter at last Democratic Convention, himself is interested in application for new high power station in Oklahoma [Broadcasting, Nov. 5, 1945].

STATE DEPT. has ready proposed legislation governing future shortwave operations, but because of July adjournment, Congress may not act this session. Government programming on shortwave ends June 30, unless 79th Congress authorizes continuance. Meanwhile State Dept. attempting to continue status quo on "gentlemen's agreement" basis with licensees. Best bet is that come July 1 Government programs all but World Wide stations in Boston, which have held out. License renewal proceeding may figure in World Wide.

THAT Mayflower case, banning editorializing by stations over their own microphones, may be reappraised any time by FCC. NAB President by stations over their own microphones, may be reappraised any time by FCC. NAB President in New York, Chicago and Los Angeles. An
holder of Radio Electronics Institutes of America, distinguished himself overseas as ETO deployment above 50,000 w.

SURE SIGN that clear channel issue is before FCC: Ed Craney, militant Montana-Washington-Oregon broadcaster (KGIS, Z-Bar Network, KFPY KXL) is in Washington and presumably intends to remain until clear channel sessions are over. He's one of prime movers of regional station committee plumping for duplication on all clear and opposed to power above 50,000 w.

MAJOR General Royal B. Lord, who distinguished himself overseas as ETO deployment chief, is now chairman of board and stockholder of Radio Electronics Institutes of America, which is establishing radio training schools in New York, Chicago and Los Angeles. Another recruit as stockholder and technical faculty adviser is Lt. Col. John H. DeWitt, ex-WSM chief engineer, who "shot the moon" by radar. Col. R. L. Duncan, former president of RCA Institutes, is president. Stockholders include Col. Ed Kirby, radio public relations expert, and Herb Hollister, president of KANS Wichita, and head of Hollister Crystal Co.

UPCOMING, for scheduled mid-June release, (Continued on page 106)

**FCC Grants Point-to-Point Program Tests**

EXPERIMENTS looking toward point-to-point transmission of broadcasts were authorized Friday by FCC, with petition of Press Wireless [Broadcasting, April 8, 16] granted in modified form. PW and FCC engineers will confer Tuesday to map plans for ambitious tests, which will blanket country for 10-day or two-week period.

FCC authorized PW to conduct tests on non-commercial experimental basis only, using regular facilities, under these conditions: (1) tests on engineering basis only, FCC to prescribe details; (2) authority limited to retransmission of programs originating at Hicksville, N.Y., by station near Los Angeles; (3) no broadcast stations may retransmit programs used in test; (4) no charge to be made for service.

Temporary authorization for two months gives PW permission to transmit programs from New York and Los Angeles to Maine, Eastern Massachusetts, Washington, D.C.; Central North Carolina, Georgia, Southern Florida, Alabama, Southern Texas, Arizona, Southern California, Northern California, Oregon, Idaho, Montana, Wyoming, Nebraska, Oklahoma, Southern Lake Michigan area, Southern West Virginia, Western Pennsylvania, Ohio, Southeastern Pennsylvania and Eastern New York. Stations in these areas will be asked to make observations and reports to Commission. FCC monitoring stations also will check.

FCC specified that test transmissions will consist of 15-minute programs "approximately 6 minutes of music and 10 minutes of spoken material." Certain transmissions must be by modulux, whereby A3 emissions (broadcasting) are transmitted simultaneously with frequency-shift telegraph emissions.

FCC has also released permission to feed programs from United Nations Security Council, Hunter College, N.Y., to certain commercial stations without cost for rebroadcast, but FCC denied that. Earlier Commission denied PW application to use its facilities for transmitting programs from UN to stations wanting service [Broadcasting, March 25].

**Business Briefly**

PEARSON NAMED: John W. Pearson & Co., Chicago, named representative for KPRO Riverside, KROP Brawley and KREO Indio (CP), all in California, by W. L. Gleeson, president of Broadcasting Corp. of America, Riverside.

HOLLAND BULB SPOTS: Associated Bulb Growers of Holland appoints Poole, Cone & Belding, New York, to handle advertising in U.S. Spot campaign to start in October.

CANADIANS APPOINT: Donald Cooke Inc., New York, effective May 1 appointed representative, CKGB Timmins, CJKL Kirkland Lake, CHEX Peterborough, CFCH North Bay, CKWS Kingston, all in Ontario.


SCHICK POSTPONES: Eversharp Inc., Chicago (Schick razors), originally scheduled to start half-hour program April 29 on CBS, postponed starting date until May 18 due to program difficulties. Agency, Biow Co., New York.
KFJZ
COVERING THIS $\frac{1}{2}$ BILLION DOLLAR TEXAS MARKET

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVE
WEED & COMPANY
NEW YORK • BOSTON • DETROIT • CHICAGO
ATLANTA • SAN FRANCISCO • HOLLYWOOD

MUTUAL NETWORK AFFILIATE

KEY STATION OF TEXAS STATE NETWORK

MAY 2, 1946

5000 WATTS
1270 KC.
OOPS!
...we made a mistake

The reason we run these ads in Broadcasting is to tell our market and audience story to people in the national field who are interested in selling the big Omaha, Council Bluffs market area. We are proud of our coverage and even prouder of the big gains we have made in the daytime audience as measured by C. E. Hooper, Inc. In the morning we jumped from 27.1 in September-October, 1945, to 50.3 in January-February, 1946. In the afternoon we zoomed from 19.9 in September-October, 1945, to 32.0 in January-February, 1946.

In January we received a Hooper report which, according to Mr. Hooper, was mis-labeled. This January report was labeled Omaha-Council Bluffs and gave KOIL a leading position in the morning and afternoon. Based on the January Hooper, we ran an ad on April 1 reporting leadership in ten of 14 rated hours. Later we learned that the daytime calls were made in Council Bluffs only and, therefore, the ad was incorrect. To present the true picture, we print the mis-labeled January report together with the correct January-February report.

**JANUARY HOOPER REPORT**

<table>
<thead>
<tr>
<th>MORNING</th>
<th>KOIL</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m.-12 Noon</td>
<td>50.0</td>
<td>2.5</td>
<td>12.0</td>
<td>6.7</td>
<td>3.9</td>
<td>21.1</td>
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<tr>
<td>AFTERNOON</td>
<td>KOIL</td>
<td>37.1</td>
<td>7.3</td>
<td>14.0</td>
<td>7.1</td>
<td>2.5</td>
</tr>
<tr>
<td>12 Noon-6 p.m.</td>
<td>37.1</td>
<td>7.3</td>
<td>14.0</td>
<td>7.1</td>
<td>2.5</td>
<td>30.0</td>
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**JANUARY-FEBRUARY HOOPER REPORT**

<table>
<thead>
<tr>
<th>MORNING</th>
<th>KOIL</th>
<th>A</th>
<th>B</th>
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<td>4.4</td>
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<td>KOIL</td>
<td>32.0</td>
<td>8.8</td>
<td>11.5</td>
<td>5.1</td>
<td>5.1</td>
</tr>
<tr>
<td>12 Noon-6 p.m.</td>
<td>32.0</td>
<td>8.8</td>
<td>11.5</td>
<td>5.1</td>
<td>5.1</td>
<td>35.5</td>
</tr>
</tbody>
</table>
The Twin Cities Broadcasting Corp.
MINNEAPOLIS, MINNESOTA

Announces the appointment of

GORDON GRAY
VICE PRES. AND GENERAL MANAGER

and

MELVIN DRAKE
VICE PRES. AND STATION MANAGER

and

LEWIS H. AVERY, Inc.
NATIONAL REPRESENTATIVES

of

Radio Station WDGY
MINNEAPOLIS-ST. PAUL

Affiliated with

KOIL
OMAHA, NEBR.

KFOR
LINCOLN, NEBR.

The Stuart Stations

CHARLES T. STUART
PRESIDENT
They’re waiting
There’s glamour in WTOP’s Community Service Department

Our Director of Community Service and Education has more degrees than a thermometer...an educational background that sounds like a tour of the world’s great universities... and a professorship!

Sounds almost stuffy, doesn’t it? Makes you think of well-thumbed textbooks, dusty classrooms, and the general weight of the world. Hardly what you’d expect to find at a bright, colorful spot on the dial like WTOP’s. And hardly the kind of person to attract so many admirers. But then, you probably haven’t met up with our Miss Hazel Kenyon Markel...

She may be Professor Markel, but “charm” is really her middle name. She puts lots of solid thinking into WTOP’s community service activities... and plenty of personality. Mix the two together, like people at a party, and you have a special brand of community service that has set Washington civic groups and schools a-buzzing.

Through WTOP, six hundred servicemen found rides home at Christmas...a sensational tuberculosis campaign was written right into WTOP’s own daytime serial Janice Grey... a WTOP broadcast on the return of the Magna Charta to England made educational history... and, well, by now you get the idea.

Sorry, Radio Sales can’t help you on this one. But write us or Hazel Markel to find out how a professor can rate a line at the stage door... and still do Washington’s top community service job for Washington’s only 50,000-watt station, WTOP.
Feature of the Week

BETWEEN STATION BREAKS

on Easter Sunday a jet propelled plane shot from New York to Washington and in that time NBC scooped the nation on the record-breaking story.

NBC Washington Commentator Robert McCormick, Produc er Adolph Snyder and Capt. Starr Smith, AAP radio operations officer, arranged for the dramatic demonstration of radio's ability not only to break the latest news but also to make it. With Robert St. John, NBC New York commentator and moderator on The National Hour, Mr. McCormick set up the flight timed so that it would open the program from New York and close it on arrival at Washington Airport.

The timing was flawless—28 minutes, 15 seconds.

The Army P-80 jet plane, piloted by Capt. Martin L. Smith of Kider, Mo., took off from New York as an opener for The National Hour at 4 p.m. At 4:28:15, NBC Washington picked up the end of the flight as the plane whistled over the finish line—Washington National Airport. The P-80 had cut almost in half the old record set by Maj. Alexander P. De Seversky timed at 58 minutes, 38 seconds.

As the plane came in, synchro nized perfectly with the broadcast,

Mr. Bjornson interviews Capt. Smith following the flight.

NBC was flooded with phone calls. Newspapers and wire services, who had not been alerted, wanted the story. In their reports, all credited NBC. The New York Times in a first page lead took the story as released by NBC Washington.

And by the time the news reached the papers, NBC had added more background through an exclusive interview, aired at 11:05 Sunday night, with the pilot, Captain Smith. Bjorn Bjornson of WRC Washington was the interviewer.

Between the take-off and the finish, Generals Spaatz and Le May spoke on The National Hour, advocating that the Army Air Forces be made responsible for aviation research and development for new types of aircraft.

Sellers of Sales

THERE practically has "al ways been a Scanlan in BBDO," according to a very capable one, Elenore Scan lan, who has been with the agency for the past ten years.

At five Elenore, accompanied by her aunt, went to Ire land to visit her father's relatives. The visit lasted eight years. Thus, she re ceased her primary education in Ireland. When she returned to her home in Ridgefield Park, N. J., she attended local schools and spent a year in the local business college.

Her first radio job was with WMCA New York, as secretary to the sales manager of the commercial sales department.

Two years later Elenore joined BBDO as secretary to Producer Herb Sanford. Gradually she began to work on other phases of the business, serving as general script girl on Cavalcade of America show and then secretary to Arthur Pryor Jr., head of agency's radio department.

In 1943 she was appointed to her present position of timebuyer. Elenore is responsible for the following accounts: General Electric Co., Penick & Ford (desserts), Wait & Bond (cigars), Chrysler Corp. (De Soto cars), Emerson Drugs (Bromo Selt za ), Armstrong Cork Co., and Saturday Evening Post.

The first Scanlan at BBDO was Mary, who resigned at the time of her marriage. Another sister, Gertrude, who joined a year or so later than Mary, has moved through various promotions to local radio manager of the agency.

Elenore and Gertrude live together in their own home in Ridgefield Park, N. J. Although the sisters' offices adjoin each other many a business day goes by without either seeing the other.

Elenore is a devotee of all kinds of music except boogie woogie.

She likes people and maintains that "station reps are the time buyer's best friends."

She is a member of the Radio Executives Club.

The visit lasted eight years.
Today the KVOO DEMONSTRATION FARM is in operation southeast of Tulsa, a pre-war dream come true with the return of KVOO Farm Editor, Sam Schnieder, from the armed forces. Conceived as a need before the war, purchased and preliminary plans begun, the 240 acres in the KVOO DEMONSTRATION FARM produced food for victory during the war years. Now, with necessary man power again available, it can fulfill its destiny — to show the way to Southwestern farmers in restoring our most precious heritage — the soil — to balanced mineral content. This is America's most pressing need if our basic economy in agriculture is to be maintained. It shall be the purpose of the KVOO DEMONSTRATION FARM to practice every modern process toward soil restoration in the manner of the Southwestern farmer, using tools and equipment available to the average farmer.

The DEMONSTRATION FARM will be available to every interested farmer to inspect and check from time to time as he may desire. It will be operated in conformity with KVOO's famous farm department policy, proved through more than 5 years of successful operation, to be "of, by and for the farmer," for the farmer is the KVOO FARM DEPARTMENT. His needs are our needs — we work together for the advancement of Southwestern agriculture.

To this high purpose we dedicate the KVOO DEMONSTRATION FARM.

THE KVOO FARM DEPARTMENT IS FIVE YEARS OLD—FIRST IN EXPERIENCE, FIRST IN PREFERENCE WITH OKLAHOMA FARMERS
Presto Cutting Needles
in a "Trouble-Proof" Container
at no extra cost

FOR YOUR CONVENIENCE! Presto Sapphire Recording Needles now come to you in a new package, designed for utmost needle protection in shipping and handling.

NEW! A transparent lucite container keeps Presto Cutting Needles safe. Nothing can harm the precision ground point and cutting edges.

TIGHT! This ingenious chuck holds the needle tight—no chance of damage to the point in shipment.

EASY! Just slip used needles (safe in their containers) into this handy mailing bag and send them off to Presto for resharpening.

FREE! To Presto-equipped recording studios: a convenient rack holding six Presto Cutting Needles, with special "point-control" chart recording number of hours each needle is used.

Presto Cutting Needles are packed in a Distributor's Carton of six. Each needle container is individually boxed with mailing bag. Order a dozen. Keep 6 in use—6 in transit.

RECORDING CORPORATION
242 W. 55th St., New York 19, N.Y.

WALTER P. DOWNS, LTD., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
Don't Make Molehills Out of Our Mountains

The only way to reach people in Southern California's mountain surrounded valleys is with Broadcasting Corp. of America's chain of rural radio stations . . .

To a time buyer hundreds of miles away, Southern California's mountains may look like molehills on the map, but what molehills they really are! Towering 5,000 to 10,000 feet high, they form a natural barrier around Southern California's fertile Valleys. They're awe inspiring to tourists but a pain in the neck for "outside" radio stations. Watts bounce off these mountains like hail off a tin roof.

There's only one way to completely and economically cover the Valley of Paradise, Imperial Valley and Coachella Valley. That's with the Broadcasting Corporation of America's stations, located right in the heart of these Valleys and programmed specifically for rural listening. Here in clearly defined areas are the people, the sales potential and the medium for effectively presenting your merchandising message.

<table>
<thead>
<tr>
<th>Station</th>
<th>Coverage Area</th>
<th>Primary Population</th>
<th>1945 Farm Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPRO</td>
<td>Riverside &amp; San Bernardino covering &quot;The Valley of Paradise&quot;</td>
<td>584,321</td>
<td>$206,336,905</td>
</tr>
<tr>
<td>KROP</td>
<td>Brawley and El Centro covering &quot;The Imperial Valley&quot;</td>
<td>116,653</td>
<td>$64,233,062</td>
</tr>
<tr>
<td>KREO</td>
<td>Indio and Palm Springs covering &quot;The Coachella Valley&quot; (on the air about June 1)</td>
<td>19,500</td>
<td>$10,812,275</td>
</tr>
</tbody>
</table>

If you have something to sell Southern California farmers secure your time franchise on these stations

KPRO Riverside and San Bernardino
KROP Brawley and El Centro
KREO Indio and Palm Springs

KPOR-FM, located on 9,000 ft. Cucamonga Peak, is scheduled to take the air this Fall.

For availabilities wire Gene Williams, general sales mgr., Broadcasting Corp. of America, Riverside, Cal.

JOHN E. PEARSON COMPANY, National Representatives —New York, Chicago, Kansas City, San Francisco, Los Angeles
A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

Maybe it's different with ducks—but in radio (and especially in spot-broadcasting) you can't "just sit and hatch results." Effort is usually the measure of success.

Without question you already know the extra effort that all our men at F&P are willing and eager to expend for you—in making market researches, lining up availabilities, and all the other legwork of spot-broadcasting. But do you know the work we are prepared to do in helping you get the greatest values for your radio dollars? If not, please telephone. We believe we can show you some new kinds of extra effort.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE  KOB
BALTIMORE  WCBM
BROWNSVILLE  KVAL
BUFFALO  WGR-WKBW
CHARLESTON, S. C.  WQSC
CINCINNATI  WCKY
COLUMBIA, S. C.  WIS
CORPUS CHRISTI  KRIS
DAVENPORT  WOC
DES MOINES  WHO
DULUTH  KDAL
FARGO  WDAY
HOUSTON  KXYZ
INDIANAPOLIS  WISH
KANSAS CITY  KMBG
LOUISVILLE  WAVE
MINNEAPOLIS-ST. PAUL  WTCN
OKLAHOMA CITY  KOMA
PEORIA-TUSCOLA  WMBD-WIZ
PORTLAND  KOIN
raleigh  WPTF
ROANOKE  WDBJ
ST. LOUIS  KSD
SEATTLE  KIRO
SHENANDOAH  KMA
SYRACUSE  WFL
TULSA  KTUL

and Wright-Sonovox, Inc.
$15 Million Issue
Seen; May Buy
WXYZ

OFFER of a "substantial amount" of its stock to the public and to affiliated stations to provide financ-
ing for both immediate and long-
range expansion was announced last Thursday by Edward J. Noble, Chairman of the Board and principal stockholder of American Broadcasting Co.

While the precise offering was not divulged, it was reported that the amount might total one million shares at $15 per share or an aggregate of $15,000,000. Previously it had been indicated [CLOSED CIRCUIT, April 22] that the offer would be in the neighborhood of $10,000,000.

Mr. Noble, who acquired ABC as the Blue Network Co. in 1943, asserted proceeds from the sale would be used for expansion of present facilities as well as for development of television and FM. When he acquired the network from RCA-NBC he had promised broadest possible ownership, including both affiliates and the public.

While there was no official explanation of Mr. Noble's reference to "expansion of present facilities," it was understood authoritatively that a sequel to the stock issue may be acquisition of additional AM station properties.

Possible Purchase

Conversations were reported in progress for purchase of the King-Trendle Broadcasting Co., which operates WXYZ Detroit, WOOD Grand Rapids and operates the Michigan Network. Confirmation of these reports was lacking, though there was no denial that conversations were being held. Based on current market values it was thought that if such a transaction were consummated, it would entail $3,500,000 to $4,000,000—the largest transaction in radio annals save the acquisition by Mr. Noble of the erstwhile Blue for $8,000,000.

Mr. Noble, in declaring that the public offering will be made by Dillon, Read & Co. Inc. and a nationwide group of investment bankers [CLOSED CIRCUIT, April 22], pointed out that consumption of the plan will await FCC approval and registration of the securities with the Securities & Exchange Commission. FCC approval would be required only if control of the ABC-owned stations changed hands or if, as part of the transaction, additional facilities are acquired.

Tends to Confirm

This tended to confirm the report that ABC shortly would complete negotiations for acquisition of additional facilities. Presumably, if ABC acquires King-Trendle, it would retain the highly-successful WXYZ, and the Michigan Network itself, but probably dispose of WOOD, an NBC outlet. On this point, too, there have been indications of conversations for transfer of that station to the Michigan Network.

Based on current valuations this station, a 5000 watt regional, might bring something in excess of $1,000,000. WXYZ operates on 1270 kc with 5000 watts.

Consummation of such a transaction would give ABC an important outlet in a top market. The network now owns WJZ New York, WENR, half-time 50,000 watter in Chicago, KGO San Francisco which holds a construction permit for 50,000 watts, and KECA Los Angeles, 5000 watt regional.

King-Trendle stock is owned by George W. Trendle, John H. King, each of whom holds 40%; H. Allen Campbell, general manager who owns 10%; and Howard O. Pierce, now a resident of Florida, who owns 10%. Neither Mr. King nor Mr. Pierce are active.

King-Trendle through subsidiary operations is in the forefront of the program syndication field. However, such separately incorporated operations as the Lone Ranger Inc., the Green Hornet Inc., and the Challenge of the Yukon Inc. would not be affected in any station transaction. Messrs. Trendle and Campbell would continue these operations and expand them in tempo with FM and television program development. Mr. Campbell is chairman of the ABC stations Planning and Advisory Committee.

Robert Kintner, ABC vice president and close friend of Mr. Noble, said, in answer to a question concerning possible ABC plans to buy more outlets, "We haven't closed anything now." He added, however, the network "did not know what the future will hold."

As to the network's television interests, Mr. Kintner pointed out that ABC currently has on file with the FCC applications for television licenses in Los Angeles, San Fran-
cisco, Chicago and New York and that a "television network centered in those cities" had been proposed. First FCC hearing on ABC's television applications is scheduled for May 20 in Los Angeles.

Pay Obligations

Mr. Noble also reported that part of the proceeds from the stock issue would be used to pay "bank indebted-
edness." It was recalled that at the time Mr. Noble filed application with the FCC for purchase of the

(Continued on page 101)

AP Votes Associate Status for Radio

Breaks An Old Tradition
To Recognize 'Great News Medium'

By EDWIN H. JAMES

THE venerable membership of the Associated Press, with a perceptible sigh, voted last week to admit an upstart into the club. At the annual AP meeting in the Waldorf-Astoria, New York, broadcasters were invited by a vote of 173 to 14, to become associate members in AP.

AP's New York headquarters described the vote as "a milestone" in the history of radio as a news medium. Significance of AP's invitation was still not clear; several questions, put to AP officials, were as yet unanswered. Chief among them were:

(1) What greater service from AP would broadcasters get as associate members than they have been receiving as clients?

Official AP statements were hardly specific in answer to this. AP announced that admission of radio stations to associate membership "reflects a recognition of radio as a great medium for the dissemination of news and public information."

Unofficially, it was explained that broadcasters, as associate members, could get AP services additional to the standard radio

LINGERING barriers against ad-
mission of broadcast stations to membership in the Associated Press, for decades a closed mem-
bership organization, were knocked over at membership meeting last week. Stations and networks are now eligible, but merely as associates. Advantages of associate membership as against status as client are not yet clear.

wire more easily than they could as clients. This answer, observers felt, seemed hardly adequate since many stations, as mere clients, have requested, and been granted, augmented AP service.

(2) How much would broadcasters dues amount to?

Officially, AP had no comment on this subject, but unofficially it was said the formula for determining AP assessments against radio stations as associate members had not been devised. But the unofficial guess was that rates for stations would not change much in the transition.

(3) How big a voice would radio now have in the administration of AP?

There was no official and little unofficial AP comment on this subject. As associate members in AP, broadcasters will have no vote in AP's business, but it seemed possible that radio's voice might pipe louder when radio entered the closer relationship with AP than it had as a client.

(4) Would networks be eligible for associate memberships?

The resolution passed by AP's members specified admission only to "owners of radio stations." An AP spokesman said extension of the invitation to networks was a matter for decision by AP's board. It was unofficially predicted the board would add the networks to the list of candidates.

In an official statement, released

(Continued on page 92)

April 29, 1946 • Page 15
INS Seeks Industry Views on Petition Asking Clarified Program Definitions

INS is conducting a survey of a cross-section of broadcast stations to determine industry views on the INS petition filed April 18 [Broadcasting, April 22] asking the FCC to clarify its program definitions covering local live shows. Robert W. Brown, INS executive news editor, who filed the petition with the FCC, has written news editors and station managers all over the country to determine their attitude on the INS standpoint. Selection of stations was based on a desire to sound out sentiment regardless of whether the stations are INS subscribers.

When replies have been received the letters will be analyzed, according to Mr. Brown. INS will then prepare revised definitions for FCC consideration. Acting Chairman Denny had told Mr. Brown at the time the report was filed that he would welcome revised language establishing other standards for a “local live program” as against a “wire program.”

In his original petition Mr. Brown challenged the Commission’s definition of a “wire program” as any program “the text of which is distributed to a number of stations by telegraph, teletype, or similar means, and read in whole or in part by a local announcer.” He also objected to the FCC’s classification as “wire” any news program based partly on teletype and partly on local news if 50% or less of the news volume is local, and “local live” if more than half the volume pertains to local happenings. INS argues that it provides stations with a complete news report which they must process locally as against what it calls “syndicated” or “canned” reports prepared for radio use.

PA, UP and Transradio have not taken any action on the FCC report or the INS application, they told Broadcasting. Executives at New York headquarters of the news associations declared they had been tied up with the ANPA annual meeting and other gatherings during the week and had not had an opportunity to study the matter thoroughly.

Among comments made informally among other services was the statement that news is local, regional, national or international depending on its context, regardless of the mechanics of processing at either end of a teletype.

P & G Considers

PROCTOR & GAMBLE Co., Cincinnati, has appointed Benton & Bowles, New York, to handle advertising of its new jelly shampoo, Prell, now in test markets. National advertising plans have not been completed. If radio is used, local tests will precede any national campaign, following P&G’s long custom of complete testing before pushing new products, according to officials of the firm.

Fitch Replacement

F. W. Fitch Co., Des Moines, is negotiating with NBC to replace Cass Daley show for summer season with Rose’s Gallery, starring Dick Powell, now sponsored by Fitch on MBS. Company plans to retain show on MBS. Agency is Ramsey Co., Davenport, Iowa.

New York Test


TRUMAN, DENNY CITE GOOD NETWORK JOB

COMMEMORATING the acquisition of Mutual’s 300th affiliate, WKYR Oil City, Pa. [Broadcasting, April 22] the network last Saturday presented a special broadcast, 8-9:30 p.m. The following message from President Truman to Edgar Kobak, MBS president, was read on the program:

"The constant effort of the radio network broadcasters to encourage and facilitate the tension of broadcast service to the public, as evidenced by your achievements in reaching the largest number of citizens, is particularly true in the small towns and rural areas. Your policy of reaching the smaller communities as well as the metropolitan centers, as evidenced by your achievement in adding 200 stations in communities where there is no other radio station, is in line with the Commission’s policy, to encourage and facilitate the extension of broadcast service to the largest number of citizens. Best wishes to MBS, to WKYR, its newest affiliate in Oil City, Pa., and to the other 298 members of the network."

Carrier Broadcasts

THE CARRIER Princeton was the origination point for 11 broadcasts last week during President Truman’s trip aboard the ship to review the 8th Fleet. All broadcasts were received by RCAC New York. The ship debarked Sunday April 21 and returned Wednesday evening. INS Co., Chicago (Realemon), has an aggressive promotion manager. Released from the letters will be analyzed, according to Mr. Brown. INS will then prepare revised definitions for FCC consideration. Acting Chairman Denny had told Mr. Brown at the time the report was filed that he would welcome revised language establishing other standards for a “local live program” as against a “wire program.”

"Please accept the congratulations of the Federal Communications Commission on adding the 300th community to the Mutual Broadcasting System. Although America leads the world in radio facilities, there are still a substantial number of people who do not receive information and entertainment which a network can bring them. This is particularly true in the small towns and rural areas. Your policy of reaching the smaller communities as well as the metropolitan centers, as evidenced by your achievement in adding 200 stations in communities where there is no other radio station, is in line with the Commission’s policy, to encourage and facilitate the extension of broadcast service to the largest number of citizens. Best wishes to MBS, to WKYR, its newest affiliate in Oil City, Pa., and to the other 298 members of the network."

Kansas City

KORET OF KANSAS City, Kansas (women’s sportswear), is issuing "Koret stoppers" a transcription series to distributors throughout the country for placement on local stations [Broadcasting, Dec. 10, 1945]. Series is being prepared on a continuing basis as part of firm’s five-year advertising plan. Agency is Abbott Kinball Co., Los Angeles.

Kore of California, San Francisco (women’s sportswear), is issuing "Kore stoppers" a transcription series to distributors throughout the country for placement on local stations [Broadcasting, Dec. 10, 1945]. Series is being prepared on a continuing basis as part of firm’s five-year advertising plan. Agency is Abbott Kinball Co., Los Angeles.
Denny Indicates Breakdown of More Clears

CBS Favors FM Nets; ABC, High Power

By JACK LEVY and RUFUS CRATER

FIRST official pronouncement that the FCC is giving serious thought to further duplication of clear channels was made Friday when Acting Chairman Denny suggested a procedure to be adopted in the event of reallocation of additional exclusive frequencies. Mr. Denny invited other members of the Commission to comment if they were not in agreement on such a procedure if reallocation is agreed to. "I am going to state what I think is the position of the Commission in this matter," he said, prefacing his remarks. Commissioner Jett interposed an "if" that all applicants equal opportunity.

Hearing 'Judicial'

Mr. Denny explained that the Commission's desire to afford everyone an opportunity to apply for additional AM facilities was one of the reasons why applications for duplication of channels were dismissed without prejudice last February pending outcome of the clear channel proceedings.

When Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, observed that the current proceeding is a legislative one, Mr. Denny retorted that clear channel licenses are on trial and that the hearing is also judicial. Mr. Denny's remarks provided the most definite indication given since the present hearings were ordered that the FCC is inclined toward duplication of at least part of the clear channels. That aspect was given further emphasis when he pointed out that engineering maps showing the "white space" (underserved areas) would be introduced at hearings to begin July 1 and that all parties will be "cordially invited and urged" to appear and show service in these areas can be improved. The acting chairman's statements were made during testimony by educational stations at Friday's hearing in which fulltime operations on 770 kc and 640 kc, both clear channels, were requested to enlarge service to farm areas in Minnesota and Iowa.

Previously, the Commission had heard network proposals advocating substantial changes in the allocation structure. One of these, from CBS, called for a combination of FM networks for urban service, AM for the rural areas, with stations of 1,000,000 w to provide nighttime coverage in the sparsely populated areas.

The CBS recommendation resulted in a decision to hold informal conferences this week with the Commission, the network, and the Clear Channel Broadcasting Service. In addition, it was learned Mr. Caldwell will pursue a request by FCC engineers for farm listeners. The network was requested by the Commission to testify on other issues before current sessions end.

Although last week's sessions were highlighted by CBS' seemingly sensational proposal, the seriousness of which was doubted by Mr. Caldwell, the testimony of Mark Woods, president of ABC, was equally bold in its denunciation of duplication of program service by clear channel stations and its criticism of the whole allocation picture.

Testifying to "tremendous overlapping" of secondary service areas of clear channel stations affiliated with NBC and CBS, Mr. Woods declared: "It is unthinkable that the present inadequate use of a naturally restricted number of channels should be allowed to continue."

For the immediate future, Mr. Wood recommended that the Commission appraise the use being made of each clear channel station, breaking down the frequencies in some cases and maintaining them in others, on the basis of determinations of service rendered. Simultaneously, he urged affirmative action enabling Class I-A and I-B stations to have more power to reach underserved areas, provided program service is expanded or improved and does not cause more duplication in an area.

FM Eventually

But eventually, he predicted, FM should replace regional and local AM stations for urban areas, with present AM channels now used for local and regional stations made available for clear or semi-clear channels to further serve rural areas with skywave service.

In presenting the CBS plan for a 200-station FM network to serve the maximum population, Mr. Stanton said "we do not consider the proposed network an engineer's dream, but one which is thoroughly feasible as FM receivers become available throughout the country."

He pointed out that nearly 90% of the total U. S. population would be included within the 50 microvolt contour of such a network.

He said it might be 10 years before a network of 100 to 200 FM stations and two million-watt standard outlets would be economically feasible. He predicted that unless FCC licensing policies change, half of the metropolitan radio set owners will have FM receivers within about three years. As a supplement to the network, to cover the remaining 10% of the population, Mr. Stanton proposed AM stations of 1,000,000 w power, operating in frequencies near 1000 kc, located in eastern Colorado and the other in northern Kentucky.

Pointing out that these AM stations for special rural coverage would not be economically attractive, Mr. Stanton suggested the Commission might relax its rule on multiple ownership of FM stations.

Third week of the clear channel proceedings opened Monday morning with reports by FCC engineers on progress of the work of technical committees assigned to make studies for the hearings. Edward

(Continued on page 84)
ANPA Urged to Keep Watch on FCC

Anti-Newspaper Policy Feared; Radio Gets Thorough Airing

WARNING that the FCC appears to be opposed to newspaper ownership of stations, a committee of the American Newspaper Publishers Assn. last week urged that publishers turn their “watchful attentions” to the Commission.

Headed by Julius Ochs Adler, publisher, New York Times, which owns WQXR-WQXQ, the committee said “it is evident that the thinking of the present Commission is along lines that brought about” the newspaper-ownership investigation a few years ago. “It seems to your committee,” said the report, “that this attitude of the Commission against ownership is one that should have the watchful attention of publishers.

A record-breaking 1,034 publishers and executives were registered at the three-day 60th annual convention of ANPA at New York’s Waldorf-Astoria. Radio was discussed in all its phases, with a call to publishers to “inform and inspire the public for mutual good.”

Wartime shortages of newspaper and other publishing materials have restricted or denied the publication of news or opinion in many countries, he said, and government controls the raw materials of expression, that is, the paper on which thoughts are recorded, there can be no sure means of free expression.”

FM Discussed

The Tuesday session, according to tradition, was devoted to discussions of problems of local ad
vertising revenue in the period of radio’s great growth was outlined by Alfred D. Stanford, director, National Division ANPA’s Bureau of Advertising. Said he: “In 1939 newspapers shared 54% of total national advertising revenue; in 1948 only 29%. The $120,000,000 a year that is involved in this shrinkage is important enough to speak for itself,” he said.

Study Advertiser’s Needs

Mr. Stanford proposed an ambitious scheme that would begin with “a study of the specific needs of a single specific advertiser’s business.” The program structure of the American system of broadcasting “where would the vaunted free-press have been built upon the solid foundation of realistic teaching material. If it had been the case with the other media it would have been aimed at the “penalty of economic execution.”

“Solid Foundation”

Mr. Stanford proposed an ambitious scheme that would begin with “a study of the specific needs of a single specific advertiser’s business.”

The work, he said, had already begun, ANPA Bureau of Advertising now has two teams of analysts in the field. Mr. Stanford hopes eventually to “make a detailed study of the leading advertisers.”

“in the absence of... specific knowledge, a national advertiser has had, up till now, to broadcast, and sometimes to broadcast quite blindly,” said Mr. Stanford.

The AM-AM cooperation scheme that has gone unresolved for so long can be found at the community level—the level where the newspaper has long been pre-eminent—the level which the newspaper derives its daily life and daily income.”

Aim of Bureau

The aim of the Bureau of Advertising, he said, was to develop a theme that “all business is local.” At present, he said, few manufacturers know where and by whom their products are purchased. The generalities of distribution have obscured specific statistics, which the bureau wants to uncover.

Following Mr. Stanford’s announcement publishers were given the presentation “Newspapers and Chain Radio as National Media,” prepared by the American Assn. of Newspaper Representatives.

Addressing the first general session on Wednesday, William G. Chandler, executive of Scripps-Howard Newspapers, and president of ANPA, sounded a postwar warning that “the FCC’s present tendency is to support community FM without draining upon the loss of newspaper revenues to broadcast advertising.

Merger Opposed

The Ochs committee reported sentiment current in certain Government quarters to merge “all American cable and radio communications to be placed under Government supervision and control.” Any merger “which abandons or impairs the principle of adequate allotment of frequencies for exclusive use of the press, under control and operation of the press should be opposed,” said the report, which stresses the usefulness of Press Wireless.

New ANPA campaign to recover newspaper stations, its executives were registered at the three-day 60th annual convention of ANPA at New York’s Waldorf-Astoria. Radio was discussed in all its phases, with a call to publishers to “inform and inspire the public for mutual good.”

Wartime shortages of newspaper and other publishing materials have restricted or denied the publication of news or opinion in many countries, he said, and government controls the raw materials of expression, that is, the paper on which thoughts are recorded, there can be no sure means of free expression.”

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“in the absence of... specific knowledge, a national advertiser
It seems in November, 1945, a million and a half people saw this Shanghai rickshaw race. What a tough time, we thought, that guy must have had in getting through the crowd.

But there was a winner. And it is further proof to us that no matter how tough competition seems, there is always a winner. Somebody always comes out on top.

We have made a habit, down here in Baltimore, of helping smart radio advertisers ... not to get through the crowd ... but to get to the crowd.

W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in this big five-station town.

Facts are available that prove you need W-I-T-H if you plan to do a sales job in America's sixth largest city.
For Outstanding News Reporting—To CBS and “in particular to Mr. Paul White who has brought into action a reportorial team which is pre-eminent.” Special citation to KRNT Des Moines for “its forethought and enterprise in sending a newscaster to New Mexico, where to record the only on-the-scene broadcasts of the atomic bomb on trial.”

For Outstanding Local Public Service—KOMA Oklahoma City, for its Save a Life series.

For Outstanding Regional Public Service—KFWB Hollywood for its coverage of San Francisco United Nations Conference through the program, Toward a Better World. Special citations to WNYO New York and Arnold Hartley, WOV program director, for aiding the understanding of minority problems through Mr. Colombo Discovers America.

For Outstanding Entertainment in Drama (two awards)—Edgar Bergen “who has brought to the air a minicry, an original wit and a power of characterization which are refreshing,” and to Arch Oboler for his “pioneer and continuing efforts, imaginative and intelligent, not only to adapt drama to the requirements of radio, but to create a dramatic form especially for broadcasting.”

For Outstanding Entertainment in Music (two awards)—NBC Symphony (sponsored by management) and to Dr. Howard Hanson, Eastman School of Music, and WHAM Rochester.

For Outstanding Children’s Program—To We March With Faith, produced by Mrs. A. Glenn Steel, radio director, Omaha Public Schools, in cooperation with Omaha World-Herald.

For Outstanding Educational Program—To America’s Town Meeting of the Air (for second time, thus becoming first two-time Peabody Award winner).

George Foster Peabody Awards

For the Radio’s role in making possible a two-teacher school in the eastern city” which, he said, had “definitely points the way to commercialization, not to promote any single faith.”

For the general agreement that commercial religious programs form one of radio’s most vulnerable spots, which may well be given major consideration by the FCC in its examination of station program operations in the public interest, was expressed by broadcasters attending the NAB District 2 meeting last Thursday and Friday at the Roosevelt Hotel, New York.

The meeting was raised at the end of the first day’s meeting, during the Small Market Stations session, when Michael R. Hanna, general manager of WHCU Ithaca, which sells religious and educational programs three hours weekly among the religious groups of the community, decried such over-commercialization of religion as that of “one large station in an eastern city” which, he said, had “sold nine hours of time to religious organizations in a single Sunday.”

“I believe the function of radio in the religious sphere,” Mr. Hanna said, “is to provide religious inspiration, not to promote any single faith.”

Expressing general agreement with this view, George F. Bisell, head of WMFF Plattsburg, said that when his station declined to sell time to the city’s ministerial association, to which time was regularly given, the group instead bought space in the city’s newspaper. Kolm Hager, general manager, said WGY Schenectady and NAB director representing the 2d District, who presided at the two-day meeting, urged all stations to examine their religious schedules with extreme care as self-protection against FCC criticism.

In the morning, NAB President Justin Miller and A. D. Willard, executive vice president, hailed passage of the Lea bill passage. The bill was named after Mr. Miller’s son, James C. Miller, who had sought to get James C. Miller, who had sought to get the FCC to approve the sale of all religious time but avoid the costs of station license fees.

The public interest, he said, “can now also be against unreasonable demands from ASCAP when it sets its license fees for the next nine years.”

John Paine, general manager of ASCAP, said ASCAP wished to continue its present friendly relationship with radio and that if

(Continued on page 90)
When it comes to making advertising dollars act like twins, it's smart time-buying to remember that KXOK delivers two markets instead of just one. KXOK (630 on the dial, 5,000 watts full time, interference free) delivers an important extra—the sales-productive areas outside of Metropolitan St. Louis, yet within the station's primary area—at no extra cost...Look at the coverage maps! Look at the rates! More and more radio-wise advertisers have been doing just that—and the result is a lengthening list of important advertisers on KXOK.

★ 630 Kilocycles
★ 5,000 Watts
★ Full Time

Owned and Operated by The St. Louis Star-Times

FOR COMPLETE DETAILS CALL A JOHN BLAIR REPRESENTATIVE
Red Skelton's heritage of humor is rich. His father, who died before Red was born, was a famous Hagenbeck and Wallace circus clown. His mother, too, was in show business. When he was ten years old, Red joined a medicine show at $1.00 a week. The next few years were spent with wandering stock companies and minstrel shows. At fourteen, Red was playing on a showboat, up and down the Ohio and Mississippi. Then came a period of clowning with the circus that remembered his father a generation before. At sixteen, Red won new fame as the nation's youngest burlesque comedian. A veteran with ten years of hard knocks and experience behind him, Red was 23 when he was first heard on NBC—on the Rudy Vallee show in 1936.

If Mark Twain and Horatio Alger had ever collaborated in writing a book they might easily have produced...
JUNE, 1944
Like many other radio favorites, Red was inducted into the Army. Already he had played more than one thousand military engagements. During his eighteen months in the Army, Red worked ceaselessly—entertaining troops in Africa and Italy.

DECEMBER, 1945
After being hospitalized because of overwork, Red was honorably discharged from the Army. He returned to NBC in his present series with the same sponsor, same product, and same Tuesday night time. His millions of loyal listeners welcomed him back with a 24.8 Hooper rating—the highest first-time Hooper rating ever recorded. This immediately put him in third place among all Hooper-rated programs.

a best-seller that would parallel the real life story of Red Skelton. Red’s Clem Kadiddlehopper, Willie Lump Lump and Junior, the "mean widdle kid," bring to modern radio a rich, earthy fun that stems directly from those earlier and typically American institutions, the minstrel and medicine shows, the showboat and the circus.

Red’s most famous line, “I dood it,” was the slogan of many an American fighting unit during the war. General Doolittle’s Tokyo raid was headlined by an American newspaper: “Doolittle Dood It.”

To reach maturity, the native American talent of Red Skelton required the greatest and widest possible American audience. It found just that on NBC, with its superlative facilities, its vast listening audience, and the friendly association of other great shows heard on NBC:

...the National Broadcasting Company
How to Build Participation Programs

Seven Points Listed for Success Of Popular Broadcast

By GEORGE W. ALLEN
Director, CBS Pacific Network Programs

Frankly these are some of the toughest to build. Some m.c.’s work a tongue twister easily; others may be hopeless.

(A) Husband and Wife Spots: Establish a spot as knowing husband for 25 years. Then spin a trap by placing them back to back. Ask them to describe each other so that Police Dept. could identify either of them.

(B) People who “want to be” or “think they are” writers, actors, singers, having committed themselves, place them under difficulties. Have them sing a song with two crackers in their mouths, second line with more crackers.

(D) Story telling or gossip, using several women. M.c. tells first humorous story; first tells second and second tells third. Only one woman is within earshot of telling at a time. It’s amazing how people scramble for prizes.

SCRIPT: Amount of script necessary for an m.c. will vary. With one man, little may be necessary, save for cue line indicating type of spot. With another it may be necessary to skeletonize given stunt with:

1. Interview.
2. Trap (getting people to commit themselves).
3. Springboard into gag (today we want to demonstrate).
4. Actual stunt.
5. Pay-off (your m.c. has to know when a gag has reached peak).

TA BOOS: These are fundamental but worth listing.

1. Don’t make fun of people’s names unless they initiate idea.
2. Don’t make fun of accents or nationalities.
3. Avoid derogatory remarks on appearance.
4. Don’t insult people personally (16. M.c. to woman: “I wouldn’t follow Tupper’s advice.”)
5. Don’t hesitate to wind up spot without playing it out if you discover contestant is given to smutty language or some such shortcoming.

WARM-UP Important

WARM UP: This groove the audience. Most successful type of warm-up is one which combines gags with selection of contestants, with result audience never knows whether you’re selecting contestant or pulling stunt.

It is well to keep hunting until you find best person available. Too many m.c.’s allow people whom they contact in audience to trap them into selection. If you want a gabby woman, ask for a show of hands among them and ask them selves the gabbiest. Hold gossip contest and select one. Then she’s on spot to deliver.

Object of warm-up is to get people involved with their neighbors so they work with a sense of mob spirit. In our warm-up we have announcer open show by selecting a court of honor, oldest married couple, or serviceman to write a letter home. Then he introduces the m.c. who qualifies contestants and sustains jovial mood. M.c. should be audible to whole audience at all times. Conversations with anyone on a small group of people will cool audience rapidly.

With people well prepared after selection, you can generally get a cooperation of them. The clever m.c. makes his contestants look funny instead of being the comedian himself. If you aren’t unsold on audience participation programs by now and insist upon adopting one, feel free to direct your queries this way.

Tupper Receives DSM For Army Radio Deeds

BRIG. GEN. TRISTRAM TUPPER, former public relations officer, 6th Army Group, last week was awarded the Distinguished Service Medal for "exceptionally meritorious service from September 1944 to May 1945." The citation further states that he accompanied the officers and men of his organization in the initial assault during the landings in southern France and promptly established radio communications from the deck of a landing ship just off the beach. Later a live radio broadcast was established for transmitting from the beachhead to the United States. He strove unceasingly and with outstanding success to provide the most extensive and efficient public relations facilities.

"Through his efforts in planning and producing homefront releases (recordings) in tremendous numbers, ties between overseas troops and their homes were greatly strengthened. He opened new facilities to our French allies for news gathering and dissemination, rendering a distinguished contribution to the cementing of French, and American relations."
As The World Listens...

...to the United Nations Security Council in session, whether by radio, by television, or by newsreel, it is listening through the latest in audio facilities. The entire system in the Security Council Chamber, which feeds all services, is Langevin engineered, designed and manufactured, with the exception of the microphones which are Western Electric.
CLEVELAND PRESS RADIO POLL

Proves

WJW LOCAL PROGRAMS

TOP ALL STATIONS

Daytime Programs, Weekday — WJW takes the first four out of five places, with Clambake on top.

Best Program, all classes — WJW takes not only Best program but three places in these five listings.

Night Programs, Weekday — First and second in another field of five give WJW top spot.

Night Programs, Week-end — Discriminating Cleveland audiences vote WJW's Barn Dance Jamboree first in weekend entertainment.

FLASl!

Latest authoritative reports show that WJW has a larger Cleveland morning audience and a larger Cleveland afternoon audience than any other radio station.

FLASH!

Radio by
STANLEY ANDERSON

Station WJW Gets Most Points in Press 1946 Local Radio Poll

WJW, Cleveland's ABC outlet, chalked up the greatest number of points in The Press 1946 Local Radio Poll. Based upon the number of first, second and third places accumulated, Bill O'Neil's station came up with 44 points.

WGAR, the CBS affiliate, moved into second place with 29 points, while WHK (Mutual) and WTAM (NBC) tied for third place with 20 points.

Dialers gave WJW seven out of 19 first places. WGAR, WTAM and WHK tied with four firsts each. Best Program, All Classes, went to WJW for its Clambake, which nosed out WHK's In a Nutshell. Best Performer, All Classes, was WHK's Rance Valentine, who barely shoved out WJW's Howie Lund and Don Bell.

Ballets indicated that listeners are not unaware of best programs. For instance over 30 shows were named for Best Program honors. More than 40 individuals were named in the Best Performer category.

Top honors, however, went to the following, in the order named and with ties indicated:

Best Program, All Classes
1: Clambake, WJW.
2: In a Nutshell, WHK.
3: This Is Goodnight, WJW.
4: Bandstand, WJW.
5: Serenade For Smoothies, WGAR.

Women's Programs
1: Women's Club, WTAM.
2: Women's Place, WJW.
3: Lady Pete, WHK.
4: Armchair Planning, WTAM.
5: Sister Mullen, WGAR.

Children's Programs
1: Charming Children, WHK.
2: Fairytail Theater, WGAR.
3: Golden Keys, WJW.
4: Uncle Henry's Big Club. WTAM.

Public Service Programs
1: City Club, WGAR.

Daytime Programs Weekday
1: Clambake, WJW.
2: Don't Early Light, WJW.
3: Bandstand, WJW.
4: Tello-Test, WJW.
5: Range Riders, WGAR.

Artioscrais, WGAR.

Daytime Programs, Week-End
1: Big Broadcast, WJW.
2: City Club, WGAR.
3: Barn Dance Preview, WJW.
4: House News, WTAM.
5: Brooke Taylor, WJW.

Night Programs, Weekend
1: Barn Dance Jamboree, WJW.
2: Serenade For Smoothies, WGAR.
3: Henry George, WTAM.
4: Sammy Watkins, WTAM.
5: Irish Hour, WHK.

Record Shows
1: Bandstand, WJW.
2: Don's Early Light, WJW.
3: Rhythm Club, WGAR.
4: Impressions in Wax, WGAR.
5: Melody Time, WJW.

Individual Performers
1: Rance Valentine, WHK.
2: Howie Lund, WJW.
3: Don Bell, WJW.
4: Pappy Howard, WJW.
5: Tommy Terrell, WGAR.
6: Pie Plant Pete, WJW.

Male Vocalist
1: Dicky O'Brien, WHK.
2: Reg Merridew, WGAR.
3: Pappy Howard, WJW.
4: Tommy Terrell, WGAR.
5: Howie Lund, WJW.

Female Vocalist
1: Judy Dell, WGAR.
2: Tex Anne, WJW.
3: Dorothy Brooks, WTAM.
4: Ginny Alvarez, WHK.
5: Marian Brent, WGAR.

Instrumental Soloists
1: Henry Pildner, WGAR.
2: Dorothy Crandall, WTAM.
3: Earl Rohlf, WHK.
4: Nell Riggs, WHK.
5: Earl Rohlf, WHK.

Live Musical Programs
1: Serenade For Smoothies, WGAR.
2: Range Riders, WGAR.
3: Turke's Tour, WJW.
4: Sammy Watkins, WTAM.
5: Cleveland Orchestra.

Studio Announcers
1: Howie Lund, WJW.
CLEVELAND'S RADIO FAVORITES are named in the 1946 Press Local Radio Poll. Four of those getting honor berths are Dorothy Fuldheim, WJW's news analyst; Henry Pildner, WGAR's musical director; Dick O'Heren, WHK's Irish tenor, and Howie Lund, WJW's announcer and platter jockey.

2: Tom Manning, WTAM.
3: Don Bell, WJW.
4: Bob Ledyard, WJW.
5: Stan Peyton, WJW.

Sportscasters
1: Tom Manning, WTAM.
2: Earl Harper, WJW.
3: Bob Neal, WGAR.
4: Jack Graney (no affiliation).

News Reporters
1: Wayne Johnson, WTAM.
2: Jim Martin, WGAR.
3: Bill Mayers, WGAR.
4: Murray Young, WHK.
5: Marvin Cade, WJW.

News Analysts
1: Dorothy Fuldheim, WJW
2: Ed Wallace, WTAM.
3: Murray Young, WHK.

Least Offensive Commercials
1: Sohio, WTAM.
2: Burrows, WHK and WGAR.
3: Ohio Bell, WGAR.
4: Marshall's, WJW.
5: Taylor's, WHK.

In the last category on the ballots, What New Program Would You Like, there were more suggestions than all the program managers in the country could shake sticks at. Greater cry was for the following, in the order named:

Baseball, book reviews, classical records, set-up exercises, more general spots, drama, and educational features. This column will treat these suggestions more extensively at a later date.

The highest number of votes were pooled for winners in these categories, again in the order named: sportscasters, records, news analysts, children's programs, night week-end and male vocalists. Lowest number of votes for winners were cast for daytime week-end programs and female vocalists.

For his own information and guidance...Stanley Anderson...noted radio columnist on Cleveland's largest local-circulation newspaper...conducted the completely independent city-wide listener poll which appears on these pages.
IER Sessions to Start Friday; Wis., Okla. U. Plan Institutes

SIXTEENTH Annual Institute for Education by Radio, under sponsorship of Ohio State U., is scheduled to get underway next Friday at Columbus with an expected registration of over 1,500 persons.

The four-day sessions, May 3-6, will be held in Deshler-Wallick and Neil House Hotels with Dr. I. P. Ash, head of radio education at OSU, as chairman of the Institute. More than 100 national and international speakers will be heard at over 30 different meetings [BROADCASTING, April 22].

Following release of program last week, OSU has announced that Dr. Tyler and his wife, Margaret Carey Tyler, supervisor of WOSU School of the Air broadcasts will speak for educators in several sessions, and Harold K. Schellenger, director of public relations at OSU, is to discuss the use of radio scripts on the college public relations panel.

Famine Panel

"Radio's Role on the Food Front," is to be theme of panel next Saturday evening, 8 p.m., under chairmanship of Alma Ketchell, WJZ New York, president of the Asvan of Women Directors. Speakers are to be Chester Davis, organizing chairman, Famine Emergency Committee, and president, Federal Reserve Bank, St. Louis; and Paul S. Willis, president, Grocery Manufacturers of America Inc.

FCC Comr. Clifford J. Durr and Charles Siepman, former FCC aide, and recently appointed to faculty of New York University, will appear on another university radio institute. According to H. B. McCarty, director of the division on radio education, U. of Wisconsin, they are included in the University's working conference on public service broadcasts scheduled July 29-Aug. 9 in Madison.

Comr. Durr and Mr. Siepman more currently are to be at the Institute for Education by Radio May 3-6 when the FCC's Blue Book will be debated [BROADCASTING, April 22].

Educational Topics

The U. of Wisconsin Institute is intended primarily for persons convinced with educational programs with special attention given to FM.

Slated to appear are:

Andrew Allan, CBC drama super-

visor; E. R. Baxton, writer-director; Gerard Bartell, "Wisconsin School of the Air" production chief; Comr. Durr; Mr. Siepman; Walter H. Emery, FCC attorney; C. M. Janas Jr., Janas & Baxton, radio engineers; Wm. B. Leven-

son, director of the Cleveland school broadcasts; Ola Miller, radio director in the Pontiac, Mich., schools.

Mr. McCarty also announced that the University's eight-week summer session, June 24-Aug. 16, will offer study in elements of broad-

asting, radio workshop, radio and society, radio news writing, and classroom use of radio. Students in these courses are eligible to attend the July 29-Aug. 9 Institute.

SUMMER institute on "The Radio Station in America" has been scheduled June 24-July 3 at the U. of Oklahoma at Norman. The announcement by Sherman P. Lawton, coordinator of radio instruction at the University, stated that sessions are for teachers, advanced radio students and junior members of radio station staffs.

Subjects will cover commercial, production, engineering and other aspects of radio work as well as the different types of broadcasting. Speakers and instructors include station and allied industry representatives in that region. These include, according to the tentative program released:

John Dunn, manager, WNAD Norman; Robert T. Enoch, manager, KTOK Oklahoma City; Paul Beaming, production manager, KOCY Oklahoma City; O. W. Brock, chief engineer, KOKY Oklahoma City; May O. Bowman, production manager, KOFF Shawnee; Maxine Eddy, KOFF manager; Bob Porter, KOFF White Whitley; KOFF Julie Benell, women's editor, WKY Oklahoma City; John Steele, KSWO Lawton manager, and staff; W. H. Beaman, sales department, KOMA Oklahoma City; George Yatter, commercial manager, KOGY; Myott Andrews, production manager, WXTL; Allan Page, production manager, KOMA; Jerry Mars, news director, KOMA; Harold Hasell, Erwin, Wasey Adv. Agency, Oklahoma City; Mrs. Elaine Tuckler, Classen High School, Oklahoma City; Dr. Alice Bowers, director, Family Life Institute, U. of Oklahoma; Mrs. Ruth Perris, special assistant professor in journalism, U. of Oklahoma, Ben Menecke, U. of Tulsa; Monty Mann, president, Southwestern Assn. of Adv. Agencies, and Tracey Locke Agency, Dallas, Texas.

New Assignments Made At 'The Stuart Stations'

NATIONAL sales for KOIL Omaha, KFOR Lincoln, Neb., and WDGY Minneapolis, now known under trade title of The Stuart Stations, has been placed under the charge of Forrest H. (Frosty) Blair, according to announcement last week by Gordon Gray, vice president and general manager [BROADCASTING, April 22]. WDGY was acquired for $600,000 by the Stuart brothers from the estate of Dr. George W. Young through Twin Cities Broadcasting Corp. [BROADCASTING, April 15].

Charles W. Winkler has been named chief engineer and Angus M. Nicoll promotion and merchandising manager for the three station setup. New to the organization is Craig Campbell, newspaper and radio reporter, appointed to head new and enlarged news department of WDGY. Succeeding Harry Peck as KOIL special events director is Virgil Sharp, now KOIL news chief. Mr. Peck is now KFOR station manager.
NASHVILLE DRUG HEAD SAYS SALES POWER OF RADIO "UNBELIEVABLE"

For drug products, radio advertising is more effective than all other forms of advertising put together, according to Robert W. Bond, president of the Nashville Retail Druggists Association.

"As soon as an item is advertised on the radio, the sale of that item is assured," Dr. Bond said in an interview with a WLAC representative.

Observation of customer inquiries during many years in the drug business, both in busy uptown drug counters and in a large suburban store which he owned, has convinced Dr. Bond that radio-advertised products are the ones that will move fastest in a drug store.

"Heard It On the Radio"

"Just about every third person that walks into a drug store greets the druggist with the statement, 'I heard about that on the radio, and I'd like to try it,'" he said. "That has become almost the stock way customers greet druggists before buying a product."

Dr. Bond said he had found that radio-advertised products are fastest moving and the ones customers continue to ask about—not only in his own store but also in other stores. He said drug wholesalers repeatedly have told him the same thing.

"Gets a Better Sale"

"It's true of every type of product sold in the drug store, too," he added. "Every radio advertised product, from cough drops to cosmetics, gets a better sale than those that are not advertised by radio."

Dr. Bond said products not advertised by radio "just die on the vine, so to speak." He pointed out that alert druggists keep their radio-advertised products prominently displayed to get the greatest possible advantage of the thousands of dollars that have been spent to sell those products to the consumers.

Customers Mention Radio

"The power radio has is almost unbelievable," he said. "You never hear customers mention having seen a product advertised in other media; it's always, 'I heard that advertised on the radio.'"

—(Reprinted from "Sales Power" WLAC's Drug newspaper.)

"Gateway to the Rich Tennessee Valley"

50,000 WATTS REPRESENTED BY THE PAUL H. RAYMER CO.
FMBI Conferring Next Week On Possible Break from NAB

BOARD of Directors of FM Broadcasters Inc. will meet in Washington May 9 to decide whether it wants to continue the present trial marriage with NAB. The arrangement is known to be unsatisfactory to some FMBI members.

Joint FM Executive Committee of NAB, which set up the wedding plans last November, will meet May 10 to consider whatever action the FMBI board takes May 9.

Should the FMBI board decide that it is pleased with the present state of industry drift, it will then decide the future of FMBI. Dissolution of FMBI would be likely in such case, with the subject coming before FMBI's annual membership meeting to be held Oct. 21-24 in Chicago at the same time as the NAB convention.

But should the board favor divorce from NAB, it will go into the idea of reviving FMBI on a going basis for its 139 members.

The joint executive committee's tentative agenda calls for consideration of program plans for the NAB and FMBI meetings in October. FMBI held no meeting last year, conducting a mail ballot on industry questions.

Objective Attained

FMBI was created originally to campaign for suitable and adequate space in the spectrum for the new FM medium. With FCC having allocated the 88-108 Mc band, FMBI's work was concentrated on general promotion of FM. Feeling is noted among some FM stations that promotion activities of NAB in their behalf have not come up to expectations.

Members of the FMBI board, which meets at the Mayflower Hotel, Washington, are: W. J. Damm, WTMJ-FM, Milwaukee, president; Wayne Coy, W3XO (WINX) Washington, vice president; Arthur B. Church, KMB-CFM Kansas City; W. K. David, WGFN (WGY) Schenectady; Gordon Gray, WMIT (WSJS) Winston-Salem; G. E. Gustafson, WWZR (Zenith Radio Corp.) Chicago; C. M. Jansky Jr., consulting engineer, Washington; G. W. Lang, WGNB (WGN) Chicago; Clarence Leich, WMLL (WGBF) Evansville, Ind.; Dr. Ray H. Manson, WHFM, Stromberg-Carlson Co. (WHAM), Rochester; Cecil D. Martin, WNB-PFM Binghamton; C. W. Myers, KOIN Portland; John Shepard 3d, WMTW (WNAC) Boston; Theodore C. Streibert, WBAM (WOR) New York.

Members of the NAB FM Executive Committee, which meets at the Statler Hotel, Washington, are: For FM, Messrs. Damm, Shepard, Coy and Gray; for NAB, Paul W. Morency, WTCI Hartford; Leslie C. Johnson, WBFK Rock Island, Ill.; Frank Stanton, CBS.

Broadcasters Included As Forrestal Advisors

LEADERS in the broadcasting field are included in a Navy Civilian Advisory Committee named last Thursday as advisors to Secretary of the Navy James Forrestal. The committee, first of its kind in naval history, includes more than 40 persons who conferred with the Secretary, Fleet Admiral Chester W. Nimitz, and other naval officials aboard the aircraft carrier USS Tarava in New York Harbor Friday and Saturday.

Aim of the group is to advise the Navy on matters of policy and program dealing with the non-military phases of a serviceman's life.

Broadcasters serving on the committee include:

Robert H. Hinckley, ABC vice president; Frank Stanton, CBS president; Niles Trammell, NBC president; Gardner Cowles Jr., president of The Cowles Stations; Palmer Hoyt, editor and publisher of Denver Post and former general manager of Portland Oregonian, owner of KGW Portland; J. Raymond Walsh, commentator of WMCA New York.

Wood Takes News Post Under WOR Expansion

ROBERT S. WOOD, former director of news at WTOP Washington, has been appointed news room manager of WOR New York, a position newly created as part of an announced WOR news expansion program.

Mr. Wood once was assistant managing editor of the New York World, a member of the staff of the London Times, former publisher of Radio Guide, and assistant director of news and public affairs for CBS.
In every market there are some locally produced "hot" Spot Programs—maybe a fifteen-minute newscast, perhaps a half-hour musical or a hillbilly show—that are often better than others. One advantage of flexible Spot Broadcasting is that you can buy just these market-tested Spot Programs ... never being forced to take others.

No wonder then that more and more leading advertisers are taking the gamble out of radio by buying pre-tested shows. They know it pays to play to ready-built audiences in markets of their choice.

If you have goods to sell, there should be a lesson in this for you. If you are preparing to open new markets—or bolster old ones—call a John Blair man today! He knows the hottest programs ... on the hottest stations ... in the hottest markets. And he's prepared to help you build better sales.

JOHN BLAIR & COMPANY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco • Detroit
REPRESENTING LEADING RADIO STATIONS
UNITED - REXALL CO. APPOINTS BURNS LEE

BURNS W. LEE, formerly national publicity director of Benton & Bowles, and more recently a Marine Corps public relations officer, has been appointed to newly-created post of public relations manager of United-Rexall Drug Co. He is headquartered in the company's Los Angeles national advertising offices. Appointment was announced by Thomas R. Lane, director of sales promotion and advertising.

With background of eleven years experience in public relations and publicity, Mr. Lee was with Benton & Bowles for more than six years, in charge of West Coast public relations before becoming national director. With war outbreak, he joined the U. S. Treasury Dept. War Savings staff press section as a senior advertising specialist. Mr. Lee was commissioned a Marine Corps public relations officer in early 1943 and served overseas with Fifth Marine Division.

New Treasury Discs

NEW series of transcriptions for Treasury's June promotion of savings bonds is being produced by Allen de Castro, vice president and radio director of Joseph Katz Co. Famed personalities appear on two packages of transcribed programs, each package consisting of 12 five-minute interviews. Questions will be read from script by stations, filling in blanks between viewees answers. "Back Your Future" will be theme of June drive.

FARMING makes millions for the NASHVILLE area

Fine horses, cattle and other products brought over 120 million dollars to farmers of the rich Nashville area during 1944. Thus farm families are an important part of the more than one million people in this market area, and farm incomes add to the more than 350 million dollars spent annually in retail stores before the war years. The primary area of WSIX covers a large part of this sales territory with the top programs of American and Mutual. Get your share of this rich market with an advertising message broadcast economically over WSIX.

AMERICAN - MUTUAL
Represented Nationally By
THE KATZ AGENCY, INC.

5,000 WATTS—980 KILOCYCLES

WSIX gives you all three: Market, Coverage, Economy

SCIENTIFIC UNION TO MEET WITH IRE

JOINT meeting of the International Scientific Radio Union, American Section, and Institute of Radio Engineers will be held May 2-4 in Washington. First two days will cover radar, tropospheric propagation, ionospheric propagation and theory, instruments and measurements, with meetings to be held in the Interior Dept. auditorium.

Third day will be devoted to principles and circuit elements, and antennas. Meetings will be held in the Hall of Government, George Washington U. Because of the large number of papers scheduled, each will be limited to 15 minutes.

DUE to current grain shortage Pabst Brewing Co., Milwaukee, sponsoring the New York Giants baseball games on WMCA New York on alternate days, has switched commercials to Hoffman's gingerale and club soda. Agency is Warner & Legler, New York.

NEWSROOM GADGETS

WCKY Devices Aid Operations;
New Roll-Holder

GADGETEERING newsmen of WCKY Cincinnati have a couple of ingenious ideas they are willing to pass along to other stations.

First is a roll-holder for typewriters to supply a continuous sheet for a complete newscast—carbon and all. The mime-store gadget (see photo) uses tail ends of tele-type rolls. It is merely a toy building part screwed on the carriage. Inventor is Meredith Davis, news writer and ex-sailor.

Second device is a platform built on auto valve springs. Teletypes are placed on these platforms to reduce vibration. The machines sway a bit, but when teletypes are located right in the newsroom WCKY employees say this annoyance is trivial in view of the relief from "pounding."

FM Proven Superior for Automobile Receivers

DRAMATIC demonstration of the ability of FM signals in the 100 mc region to cut through shadowing and come in strong in areas where fading might be expected was given recently by Capt. W. G. H. Finch, owner of WGHF New York, FM station. A car equipped with a link police receiver converted to receive the WGHF test signal, broadcast with 1 kw power at 89.7 mc, was driven around Manhattan, in thick traffic, through tunnels and behind other obstructions completely, shielding the car from the transmitter, with no fading noticeable.

Capt. Finch pointed out that this was particularly remarkable because the receiver had only a 12.5 kc swing in either direction in place of the 75 kc swing each way of a normal FM receiver, and because the car antenna was vertical while the transmitter was horizontally polarized. A similar demonstration was given FCC Commissioners Denny, Jett and Walker on April 12, Capt. Finch said.

AL ANDERSON, music editor of "Song Hits" magazine, New York, starting May 7 will conduct a series of jazz record analysis broadcasts on WXYC New York, Tuesdays, 6:15-6:45 p.m.

ADMIRAL FLANDERS will conduct a course in broadcasting at the University of Virginia this summer.
The Fair Store received mail orders for 1055 pairs of overalls from a one-time commercial on the 5-minute, 6:55 A.M. show “Fair Store Reveille”.

C. A. Swanson & Sons has a dealer near Pender, Nebraska, who sells frozen, cut-up frying chickens to farmers having flocks of chickens in their own yards! This is the result of “The Little Song Shop”, local program on WOW, 7:15 A.M. three days a week.

“Meet Me at Hinky-Dinky” draws 300 to 500 housewives a day into Hinky-Dinky Stores. It’s a three-a-week quarter hour audience participation show, starring Lyle DeMoss.

The above are only a few of the locally-created and locally-produced WOW shows which are DOING A GOOD JOB for advertisers. Others include Standard Oil’s “Highlights and Sidelights of the News”; “The Noonday Forum; “The WOW Jamboree”, and Lambert Pharmacal’s “Nebraska-Iowa Quiz”.

WOW Has the talent and the know-how to make local shows click! Ask Lyle DeMoss, Program Director, or Ray Olson, Production Manager, to “cook” up a “hot” show for YOU.

See your John Blair man or write, wire or phone...
French Broadcaster Taking Look at System Used in U.S.

PROGRAM INTERCHANGES between the new French broadcasting system and American stations and networks is the mission of Robert Lange (center), director of the North American Service of Radio Diffusion Francaise, who arrived here last week for a two-month stay. He was honor guest at a luncheon tendered last Tuesday in Washington by NAB President Justin Miller (r). Chairman Clarence F. Lea (l) (D-Cal.) of the House Interstate & Foreign Commerce Committee, and author of the Anti-Petrillo Act, also was a luncheon guest.

TO PROMOTE a better understanding between French and American peoples through exchange of radio programs, M. Robert Lange, director, North American Service, Radio diffusion Francaise, will make a tour of the U. S., in the next six weeks.

He was honored guest last Tuesday at a luncheon given by NAB President Justin Miller at the Mayflower Hotel, Washington. M. Lange reviewed the present status of French broadcasting and pointed to the desirability of program interchange between the two nations. Difference in language complicates exchange of programs, he conceded, but he told how the French welcome broadcasts from this continent. He said he is arranging with Canadian Broadcasting Corp. to exchange programs. M. Lange quipped that he has learned to like radio commercials and mentioned radio-advertised items he now carries in his luggage.

Several U. S. stations already carry programs from France, said M. Lange. WAVE Louisville was the first. Others are WLW Cincinnati, WINS New York, WNYC New York and WOL Washington.

Several stations in the U. S. have requested permission of Radio diffusion Francaise to rebroadcast programs which originate in France via shortwave, said M. Lange. He plans to call on those stations and visit others during his brief stay. M. Lange will be in the U. S. until June 10.

Hard-hit by the war, France faces an acute equipment shortage which means, M. Lange explained, that his country for the time being will adhere to Government-owned radio. Before the war France had a dual radio system—Government-owned and private commercial stations.

Equipment Shortage

"During the war we were destroyed by the Nazis, Americans, British, and our own patriots," he said. "Until we can get raw materials to manufacture new equipment, our radio operations will be limited." M. Lange hastened to explain that the Americans, British and French patriots destroyed broadcasting equipment to keep it from falling into the hands of the Nazis, who stripped France of virtually everything.

France has two 100-kw transmitters, one of 25 kw and some of 5 kw and is building 12 transmitters of 100 kw which should be in operation by June 1947, M. Lange said. France has all-told about 50 stations with 5,000,000 sets—most-equipped with shortwave bands—in the hands of the public.

"Not only are we anxious to help the American people understand France, but we want French people to understand America," said M. Lange, of the programs beamed to France by the State Dept. were commended by M. Lange as helpful towards a better understanding between the two nations. Many of the programs are rebroadcast over the French radio.

Shortwave programs from France are on the air 9:30-10:45 p.m. EST daily on 11,845 kc and 9,550 kc (25.32 and 31.41 meters, respectively). They are prepared and broadcast by American radio men, said M. Lange, and are designed particularly for the U. S.

Stations in this country may record and rebroadcast them, if desired. Or Radio diffusion Francaise North American Service will make recordings and airmail them to the U. S. The French radio also will prepare special 5, 10 or 15-minute programs for broadcast in this country.

M. Lange's Background

M. Lange, who went to New York after his Washington visit last week, spent four years with the Office of War Information during the war. He is a native French to his native land. Before the war he had been for years a newspaperman, covering London, Rome and Berlin as a foreign correspondent. When war (Continued on page 64)
Ask your J. B. M.* About this Indiana Hot Spot

No matter what the thermometer may say, one of the hottest "spots" in Indiana—Monday through Friday, 9 to 9:30 a.m.—is "Jane Day's House"... a participating show written, produced and played by the live talent staff of the fastest growing station in Indianapolis—WIBC.

Here's a program with that friendly, down-to-earth quality—that intangible something—which causes its home audience of urban and rural women to "let down their hair." For example, they write Jane Day 1,200 letters a month. They name their babies for the sponsors' products... and they buy those products, as demonstrated by the experience of Indiana's largest department store for whom "Jane Day's House" sold 1,500 sets, the entire stock, of a test cosmetic offering.

Now here's what WIBC means by "Live Talent—alive to your commercial objective."... and it's also what your John Blair man means when he recommends a pre-tested show for your product. So ask him today about "Jane Day's House"—where a ready-built, ready-spending market awaits you.

*JOHN BLAIR & COMPANY • National Representatives

OWNED AND OPERATED BY
THE INDIANAPOLIS NEWS

WIBC
MUTUAL OUTLET IN INDIANAPOLIS
Dawson Returns to WFBC
Appointed Director of Programs in the Public Interest

James Dawson, popular news analyst and author-producer of a series of public service programs on WFBC and the Blue Ridge Network before the war, has returned to WFBC after four years of active duty with the U.S. Navy.

He participated in the majority of the Pacific fighting; Solomons, New Guinea, Tarawa, Marshalls, Midway, Wake Island, Borneo, Philippines, Okinawa, and Japan, where he was a Lieutenant Commander.

Dawson has been appointed Director of Programs in the Public Interest and already has two series of shows in the works - a forum on controversial issues, "In the Public Interest", and already has two series of dramatic feature-story, "This is Greenville."

Author of several books and backed by long newspaper experience Dawson is well qualified to offer WFBC listeners the best in public interest programs.

Aerial Navigation Devices Perfected

Federal Tel. Labs. Offering Four Electronic Systems

FOUR INTERRELATED systems of electronic navigation to overcome many of the hazards of expanded long-range air traffic have been proposed by engineers of Federal Telecommunications Laboratories, associate of IT&T.

The names of the systems are Navaglobe, Navar, Navaglide and Navascreen.

Navaglobe, said FTL engineers, would solve the problem of long-range navigation by a system involving use of 75 transmission stations, each of 1,500 mile range, spaced around the earth's surface. Stations would be of omnidirectional range, which would enable a pilot to determine his horizontal angle relative to the station and also his bearing relative to North.

For overland flying in crowded airways during periods of poor visibility, FTL engineers propose two interrelated systems called Navar and Navascreen to keep pilot and airport advised of the location of the other.

Navar, said FTL engineers, embodies most of radar's advantages, provides ground control stations with accurate pictures of air traffic. Similar pictures, retransmitted by a ground station, appear on the Navascreen of each plane in flight. At the ground station moving images of all airborn planes in the area are projected on a Navascreen superimposed on a map of the area. Thus the position, course and approximate speed of all planes approaching the map.

The Navascope in each plane enables the pilot to see his own and nearby aircraft against a map of the area over which he is flying.

KEVR School Shows

"ABOVE ANYTHING" broadcast over the station, a feature show originated by Bartley Simms, manager of KEVR Seattle, on the daily public school programs broadcast by KEVR. School programs are produced in the Radio Workshop of the Public School System at Broadway High School, and are broadcast Monday through Friday, 4:30 p.m., and again at 9:30 p.m., by transcription, giving the schools a minimum of ten programs weekly over the station. Several additional special shows are often produced by the workshop and carried by the station on Saturday and Sunday, Beginning Monday and continuing through the week, there are discussions of the PTA, safety, school news and interviews with school personnel, poems written by students, and a variety series, all produced by students. Programs are a joint operation. Bill Ladd, chairman of radio community, and Kirby Torrance, head of the radio department, coordinate the workshops.

Ekins Retracing Aerial Steps Of Previous Flight

TEN YEARS ago H. R. Ekins, WSYR Syracuse commentator, won a memorable air race around the world in 18 days. He is now retracing his aerial path—but this time he expects to be gone about two months. Mr. Ekins' present trip is mainly for special research work for United China Review, which picked him as the foremost reporter-authority on the Far East.

He will go to London to work on details of WSYR's new public interest program, "The New Horizon," and in addition to revisiting places all around the world where he has lived and reported. One stop he will make is Rome, especially because it was from Rome that Mussolini expelled him, telling him he could never return to Italy. While he is gone, Percy Fitch-Pacifica correspondent, and long-time prisoner of the Japs, will take his place at WSYR.

Hanly, Hicks & Montgomery New Name Of Ferry-Hanly Co.; Plan Expansion

ONE of the oldest names in the advertising business, Ferry-Hanly Co., on May 1 becomes Hanly, Hicks & Montgomery. Expansion plans, including addition of a 500,000-watt station, are under way and will be announced shortly.

The agency was founded in 1908 in Kansas City by the late Wallace J. Ferry in association with C. P. Hanly, present operating head. They opened the West and Southwest for many national and regional accounts.

A second office was opened in Chicago in 1920 by Mr. Hanly. Harry M. Montgomery, of the Chicago office, established a New York office in 1925, where he became executive vice president and manager.

Thomas Edward Hicks became a stockholder and director of Ferry-Hanly last January. He has had broad experience in sales, merchandising and advertising in the drug and department store fields and was president of Personal Products Corp. until 1942 when he resigned to enter the Marine Corps.

Principal officers of the new firm are Mr. Hanly, chairman of the board; Mr. Montgomery, president; Mr. Hicks, executive vice president. L. T. Wallace, a director of the new firm, is president of the agency's Chicago subsidiary, Wallace-Ferry-Hanly Co. New York, and vice president of the agency's offices in the Illinois and Midwest area.

Among the agency's accounts are: Johnson & Johnson (several divisions) ; George E. Keck Co. (Walk-Over shoes); Chicopee Sales Corp.; Chicopee Mfg. Corp. (Lumite Division); A. G. Spalding & Bros.; Ruberoid Co., Edwards & Co.; Quaker Lace Corp.; Wallace Labs.; Hughes Brushes; Campana Sales Corp.

Spot Coverage

AN ESTIMATED 200 million people, based on current audience ratings, have heard about "The Kid From Brooklyn," latest Samuel Goldwyn Productions picture, in tie-ins on 114 network shows. Promotion, which began last July, showed highest penetration in New York area since campaign for "For Whom the Bell Tolls." Spot campaign throughout the country is planned at conclusion of premiere engagement at Astor Theatre, New York, which started April 19. Agency handling account is Donahue & Coe, New York.

Patents Available

TWO electronic patents owned by AT&T have been added to the Register of Patents Available for Licensing, maintained by the Patent Office. They are No. 2,065,965, for selective tuning system, and No. 2,238,986 for electric wave system. Three patents owned by Philip John Walsh, San Francisco, also have been made available. They are No. 1,868,901, constant current amplifier system, and Nos. 1,883,044 and 2,061,602 covering amplifier systems.
Spring is bustin' out all over

springtime is buying time for the listeners of kglo and WTAD

MASON CITY, IOWA  QUINCY, ILLINOIS
Use Lee Stations for sales action... this spring

SPRING PLANTING and all the hundred and one different springtime activities mean BUYING TIME to farm folks. They're getting work clothes, fence posts, animal feeds, barn paint and other equipment for the big agricultural season ahead.

RIGHT MARKET FOR YOUR PRODUCT — KGLO, Mason City, Iowa, and WTAD, Quincy, Illinois, serve listeners in the heart of the Corn Belt—one of the richest farming areas in the world. These listeners are buyers!

THE DOMINANT STATION IN THE MARKET — Both KGLO in Mason City and WTAD in Quincy have top dial preference among listeners in their areas, according to recent independent surveys.

Lee Stations... the right stations for Sales Action!

**KGLO market data**

MASON CITY, IOWA

1300 K.C. 5000 Watts

CBS Affiliate

**COVERAGE** — 57 counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota.

**POPULATION** — 1,321,853, 1940 U. S. Census. 293,080 Radio Homes.

**RETAIL SALES** — $634,828,000 in 1944 (Sales Management estimate).

**FARMING** — More hogs were raised in this station's Primary Area than in any other whole state during 1944. These millions of hogs have sent farmers' cash incomes up to an all-time record. Farmers are working and spending towards even greater production during 1946.

**INDUSTRY** — Six big modern meat packing plants, corn processing, soybean and sugar beet factories keep payrolls high.

F. C. EIGHMEY, General Manager

NATIONAL REPRESENTATIVES — Weed & Company
New York, Chicago, Detroit, San Francisco, Boston, Hollywood

**WTAD market data**

QUINCY, ILLINOIS

930 K.C. 1000 Watts

CBS Affiliate

**COVERAGE** — 40 Mississippi Valley counties in the primary and secondary areas, including Quincy, Illinois; Hannibal, Missouri, and Keokuk, Iowa.

**POPULATION** — 772,431, 1940 U. S. Census. 186,060 Radio Homes.

**RETAIL SALES** — $262,780,000 in 1944 (Sales Management estimate).

**FARMING** — This is the core of the productive Illinois-Iowa-Missouri agricultural region where corn, wheat, oats, barley, rye and soybeans are grown in quantity. The WTAD market is also one of the leading hog-producing areas in the U. S.

**INDUSTRY** — Highly productive and stable industries include metal working plants, chemical plants, paper mills, stock feed and feeding equipment manufacturers.

WALTER J. ROTHSCILDM, General Manager

NATIONAL REPRESENTATIVES — The Katz Agency
New York, Chicago, Detroit, Kansas City, Atlanta, Dallas, San Francisco
FCC Power Definition Advocated

Small Markets Meeting Held Last Week In Capital

SMALL stations in markets under 50,000 feel that powers of the FCC over programming should be sharply defined, judging by expressions on their behalf at the April 22-24 meeting of the NAB Small Market Stations Executive Committee, held at the Hotel Statler, Washington.

Though the stations under 5 kw concede there are cases of poor programming, over-commercialism and doubtful ethics, some committee members reflect a feeling that threats to freedom of speech and danger of club-swinging FCC tactics create need for clarification of Federal regulation.

The committee favored action by the NAB board of directors to bring about this clarification.

The FCC Blue Book was brought up several times during the three-day meeting. Staff members of NAB went over various phases of the report with the committee. They said that every legitimate means at the NAB's command will be utilized against this FCC venture into regulatory fields far beyond those provided by law.

Small market stations have trouble enough as it is keeping up with FCC regulations, it was pointed out, and the committee suggested that NAB develop a codified version of the rules to aid stations.

Meeting for the first time since last October, the committee went through an agenda covering all phases of broadcast operation and management. Searching analysis of a small market station was given by Arthur C. Stringer, NAB director of promotion, who is conducting a study of typical stations throughout the country.

Typical Operation

Taking a 250 w fulltime station in a town of 10,000 to 15,000, with newspaper ownership and MBS affiliation, Mr. Stringer took the entire operation apart and described what he had found. Identity of the station was not disclosed.

The report went into detailed operation of station departments, place in the community, business practices, duties and salary of personnel, analysis of business classifications producing station revenue, news and program services and future plans of the station.

Committee members voiced enthusiasm over the report and described the project as one of the most helpful steps taken on behalf of small stations.

At the luncheon on the opening day George P. Adair, FCC chief engineer, discussed FCC regulations covering engineering personnel. He said FCC is conducting a study of engineering personnel requirements prior to discussion of Rule 91-C under which stations have been permitted to use restricted technical personnel.

A. D. Willard Jr., NAB executive vice president, discussed effects of the Lea Act on what he termed the "grass roots of the industry," referring to the small market outlets. He urged them to think in terms of ASCAP contract expiration in 1949 and suggested study of stations having per program ASCAP licenses. He reminded that BMI belongs to them and should be supported. He described NAB's over-all program of building goodwill by improving program and service, raising standards and "promoting radio by radio."

Mr. Willard discussed effects of the Civilian Production Administration construction ban and noted that in two or three cases station projects had been granted permits by local CPA district offices.

Training Plan

Frank E. Pellegrin, NAB director of broadcast advertising and committee adviser, explained the need of personnel training as the industry expands. He suggested stations train assistant and junior executives able to step into higher positions when needed. Hiring of local personnel by stations is working well, he said, and suggested schools and colleges as source of employees. He told of the Junior Achievement Organization which uses school children to stage commercial programs.

Hugh Higgins, NAB assistant director of broadcast advertising, reported on sales promotion activities in making available success stories and sales help. Committee members were appreciative of reports and bulletins sent out by the department. They agreed to send in examples of how they sell local retailers, along with other information which may be helpful to other stations.

J. Allen Brown, head of the NAB Small Market Stations Division, discussed types of syndicated programs available to stations, an activity his division has encouraged. Mr. Brown is secretary of the committee.

Work of the enlarged Research Dept. was described by Dr. Kenneth H. Baker, NAB director of research. He explained that research has become a highly specialized and developed branch requiring qualified personnel to conduct research and interpret results. Since small market stations as a rule lack research specialists, Dr. Baker offered facilities of the department to the outlets.

Research Projects

The committee brought up the subject of certification for research firms. Considerable difficulty is experienced in determining standards of research projects, it was stated, and the idea of developing a research recognition list resembling agency recognition projects was discussed.

Committee members asked Dr. Baker to aid in development of simplified and standardized forms by Government agencies seeking information from industry. They also reported (Continued on page 44)
For the second consecutive year CBS forged ahead to win more major awards in *Variety*’s annual “showmanagement” review than any other major network.

In seven different areas of public service *Variety* chose to single out five stations of the Columbia network. In two areas CBS affiliated stations were the only winners.

*Variety* nominated Grady Cole, Farm Editor of WBT, the CBS affiliate in Charlotte, and Columbia’s *Danny Kaye* program for special citation in the areas of community service and racial tolerance. It cited Columbia’s Norman Corwin and Robert L. Shayon for “mature” and “memorable” radio production.

Then it crowned its endorsement of the network’s leadership by “highlighting” the achievements of 24 stations throughout the country.

For such leadership Columbia’s thanks and congratulations go to its stations, their programs and their personalities. They have been properly recognized for their public interest and ability by one of the industry’s foremost professional judges. They can now look forward to the *increasing* respect and attention of the listeners they serve.

This is CBS...the Columbia Broadcasting System
LAVIN LEAVES WDAY TO START AGENCY

BARNEY LAVIN has resigned as general manager of WDAY Fargo, N. D., to open a new advertising agency in Fargo June 1. In an announcement by the station last Tuesday, it was also revealed that Mildred Greger-son, WDAY publicity director for the last eight years, and Robert Dobbins, of the continuity department, were resigning for positions in the new agency, to be known as Barney J. Lavin Inc.

No successor to Mr. Lavin was disclosed by WDAY. Mr. Lavin joined WDAY in June, 1935, coming from Kansasville, Wis., where he was an auto salesman, and from Milwaukee where he had worked part time at the local WHAD.

In September of 1935, WDAY shifted Mr. Lavin from control room operator to advertising sales-man. He then successively became sales manager in 1937, assistant manager in 1939, and general manager in 1941. Most recently, Mr. Lavin returned after 22 months service with the Marine Corps, discharged as a first lieutenant.
Successful station management depends on knowing the why, the when, the where, the who of a station's audience. And only facts—facts based on careful research—can provide those answers.

Believing firmly that more facts make more sales, The Katz Agency, in 1944, pioneered among station representatives by establishing an Audience Research Department to provide accurate audience data that goes beyond straight listener counts and ratings.

Although existing audience measurements provide helpful information, station executives feel the need for more knowledge of the listening habits of people in their own areas. The Katz Agency Audience Research Department was organized to dig up and assemble this information, information hitherto unavailable...facts to improve local programming and management...facts to make more sales!

**MORE FACTS MAKE MORE SALES**

But sales data are no substitute for salesmen at The Katz Agency. By supplying more facts, The Katz Agency Data Service steps up the selling power of 25 salesmen operating out of eight strategically located offices.

---

The **KATZ AGENCY, INC.**

**STATION REPRESENTATIVES**

New York • Chicago • Detroit • Kansas City • Atlanta • San Francisco • Los Angeles • Dallas

---

**STATIONS SERVED BY**

The KATZ AGENCY, INC.

**North and Midwest**

WCOP ABC BOSTON
WCFL ABC CHICAGO
WKRC CBS CINCINNATI
KRNT ABC DES MOINES
WFBM CBS INDIANAPOLIS
WFEA CBS MANCHESTER
WHOM CBS MILWAUKEE
WFLN ABC NEW YORK
WCAE ABC PITTSBURGH
WFCL ABC PROVIDENCE-PAWTUCKET
WTAD CBS QUINCY, ILL.
WSPO NBC TOLEDO
WOL MBS WASHINGTON, D. C.
WMT CBS WATERLOO-CEDAR RAPIDS
WNAX ABC YANKTON-SIoux CITY

**South**

WGST CBS ATLANTA
WWMC CBS ASHEVILLE
KLRA CBS LITTLE ROCK
WMAM CBS MACON
WREC CBS MEMPHIS
WSIX ABC NASHVILLE
WIVC CBS NEW ORLEANS
WKY NBC OKLAHOMA CITY
WDAE CBS TAMPA
WTOC CBS SAVANNAH

**West**

KLZ CBS DENVER
KUTA ABC SALT LAKE CITY
KHQ NBC SPOKANE
KGLH NBC BILLINGS, MONT.
KVOR CBS COLORADO SPRINGS
KGU NBC HONOLULU, T. H.
LATEST CAB SURVEY PUTS ‘FIBBER’ FIRST

IN THE LATEST CAB report issued April 23 Fibber McGee & Molly led the list of popular programs.

CAB reports average sets-in-use from 6 p.m. to 10:30 p.m. was 25.6, down .5 from the previous report and up .1 from a similar period a year ago. Average sets-in-use from 10:30 p.m. to 11:30 p.m. was 16.5, down .3 from the previous report and down .2 from a year ago.


Top weekday program ratings were: Breakfast in Hollywood (11:15 program) 7.0, (11:00 program) 6.6; Big Sister 6.5; Ma Perkins (CBS) 6.3; Kate Smith Speaks, 6.2; Our Gal, Sunday, 6.2; Romances of Helen Trent, 6.2; Aunt Jenny's Stories, 6.0.

Six leading weekend programs were: The Shadow, 9.0; One Man's Family, 8.8; Westinghouse Program, 7.5; Shafter Parade, 7.5, Billie Burke Show, 6.5; Gene Autry Show, 6.5.

Small Markets

(CONTINUED FROM PAGE 39)

would welcome standardized tax and personnel procedure for their guidance.

Charles A. Batson, head of the NAB department of information, told of expanded information activities and discussed methods of publicizing the work of small stations.

C. E. Arney Jr., NAB secretary-treasurer, discussed progress of work on the agenda for the NAB convention, to be held Oct. 21-24 in Chicago and reviewed efforts to make the session helpful to small market stations. Committee members suggested that only internal industry affairs be discussed at the convention. Small market stations were urged to attend.

Endorsement was given by the committee to President Justin Miller's recommendation that a practical broadcaster be appointed to the FCC. BMB was urged to expand activities for small market stations, including sales helps.

Ivar H. Peterson and Milton J. Kibler, of the NAB employee-employer relations department, discussed personnel relations and recent trends in that field.

Veterans training program was considered by the committee. Some stations are employing veterans, under the GI Bill of Rights, and are finding the plan successful, it was stated.

President Miller was praised for creation of the Small Market Stations Division and work of the division on behalf of the stations drew favorable comment.

Committee members attending the meeting were: Marshall H. Pengra, KRNK Roseburg, Ore., chairman; Wayne W. Cribb, KHMO Hannibal, Mo.; James R. Curtis, KFRO Longview, Tex.; William C. Grove, KFBC Cheyenne; Robert T. Mason, WMKN Marion, Ohio; Glenn Marshall Jr., WFOY St. Augustine, Fla. Monroe B. England, WBRK Pittsfield, Mass., was unable to attend. Clair R. McCollough, WGL Lancaster, Pa., NAB director and member of the board subcommittee for small market stations, participated in the sessions.

TELL 'EM

over

UBC

KSFO

UBC

SELL 'EM

SAN FRANCISCO

OUTLET FOR

UNIVERSAL NETWORK

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.
Effective Monday, April 29, WHDH takes the lead in NEWS Service in New England. Every hour on the half-hour, from sign on to sign off, WHDH spots a five-minute news period! Twenty-one news programs every twenty-four hours!

Full facilities of the great Boston Herald-Traveler, New England’s leading newspapers, in cooperation with a complete WHDH news writing and reporting staff provide the most comprehensive news coverage of any New England station.

Place your sales message where it reaches wide-awake listeners. Buy time now while select spots are available. Plenty of power—5,000 watts—and a clear channel at 850—to bring your message to alert New Englanders.

An extensive promotional campaign now under way will create thousands of new listeners—a big bonus for wide-awake advertisers. This is the first of WHDH innovations which will make it a “must” station. Buy NOW, to get the most favorable time spots on WHDH.

WHDH
BOSTON
5,000 watts at 850 on the dial

• • • REPRESENTED NATIONALLY BY ADAM J. YOUNG, JR., INC. • • •
BROADCASTING • Telecasting

April 29, 1946 • Page 45
Since 1828, Webster’s Dictionary has defined *jinx* as: “a charm; a spell...” Now WEAF offers you the 1946 *JINX:* personified charm; audience spellbinder.

She’s Jinx Falkenburg—most famous of the “fabulous Falkenburgs”... Conover model... movie and radio star... sportswoman... USO trouper... housewife.

Her husband is “Tex” McCrary—former editorial chief of the New York Mirror... now executive editor of “The American Mercury”... author... star of newsreel features... recently Lt. Colonel, United States Army Air Forces.

They make an All-American couple, and combine their individual popularity and talents each weekday at 8:30 A.M. on the new WEAF hit feature, “Hi! Jinx.”

For a breezy half hour, listeners join them in “covering” and “discovering” the most fascinating city in the world—New York. In a lively interchange of worth-while ideas, the unsophisticated, highly publicized young pair discuss the problems of the times... visit with their famous friends... devote one session each week to the youth of the New York area. It all spells a fast-paced vehicle for sales.

“Hi! Jinx” is available. Sponsors may buy units of three or more 15-minute broadcast segments a week on this, the first of a series of great new WEAF shows for America’s No. 1 Market.

Write, phone or wire to WEAF, or your nearest Spot Sales representative.
Hooper Criticizes Zeisel's Proposals

Says Continuous Record Of Program Ratings Would Be Lost

RECOMMENDATIONS of Dr. Hans Zeisel of McCann-Erickson research department to change procedures of C. E. Hooper Inc. are analyzed in a statement sent last week to Hooper subscribers. Hooper statement confines itself to the first four of the full list of ten recommendations for improving program rating services [BROADCASTING, April 22] as “the only points on which Dr. Zeisel develops conclusions that we are in error and quotes percentages from his own experiment.”

To Dr. Zeisel’s first recommendation that a person answering the telephone and reporting he had not been listening should be asked if anyone else in the home were listening, perhaps on a set held, so as to bring ratings “closer to their true level,” Hooper replies it conducted a survey on this basis in 1941.

Continuous Record

“We discovered 9.4% additional homes using the radio,” says Hooper. “Dr. Zeisel shows 9.0% in his experiment. It should be pointed out that a 9.4% increase in sets-in-use over, for example, a 20.0 sets-in-use revealed by Question 1 (whether the telephone answerer was listening himself) does not make a total of 29.4; it increases sets-in-use to 21.9.”

Hooper did not change its routine as a result of that experiment, because: The comparability of its continuous record would have been destroyed; Hooper ratings are aimed at giving 'comparative popularity' of network programs studied under uniform competitive conditions . . . were not designed for projection and should not be taken as a measure of the total performance of radio; Hooper found almost complete absence of listening to more than one set; the 9.4% additional listeners showed similar listening pattern to the main group giving "more of the same sort of sampling but under less desirable conditions."

“We believe there is every reason for including this question in every coincidental survey we conduct in conjunction with our announced National Diary for the purpose of producing national projectable ratings," Hooper states.

The Studebaker Corporation thinks highly of WTAG — for a good reason. Back in November of 1944 this firm originated the "Views of the News" program, a spot program presented 6:15 to 6:30 p.m. every Monday, Wednesday and Friday with a local commentator. Now well into its second year, this program is still scoring high Hoopers. The October, 1945 to February, 1946 rating is 22.4.

The current overall Hooper listening index, morning, afternoon and evening, gives WTAG a rating higher than that of all other stations heard in the area combined.

"We see disadvantages (lowered precision, involving addition of hearsay evidence to direct testimony, and destruction of comparability with the past) in any change in questions asked for our program popularity ratings (network Hooper ratings)."

Dr. Zeisel's second recommendation is that experiments be conducted "to determine the proper number of telephone rings the interviewer has to wait until he can contact the home as not listening to the radio." The Hooper reply cites Dr. Zeisel's own results and telephone company figures to show that the available audience would be up if the phone were let ring ten times instead of the six allowed by Hooper interviewers.

"This would produce a sets-in-use figure of 20.4 instead of 20.0 for example, if the late answerers listen like those who answer promptly," Hooper points out, adding: "The desirability of approximate even spacing of calls, and of obtaining a maximum total number of contacts for purposes of both sample size and minute-by-minute tabulation to show program 'profile' should be weighed against the desirability of squeezing out this last 2% increase in available audience."

Stating that it may be that late answerers were farther away from their phones where the opportunity to listen would have been less, Hooper reports that a test study involving 47,059 calls showed "that those answering between the beginning of the seventh and the end of the eighth ring listen 94.1% less than those answering previously."

"Prorated by Hooper Dr. Zeisel's third recommendation is: "By determined probing of those listeners who do not identify program or station during the routine interviews, one should be able to judge as to whether their listening schedule differs sufficiently from those who do identify the program. Pending the outcome of these experiments the following interview solution is suggested: Listening homes which do not identify the program are to be distributed among the various programs according to the share of each program of those listeners who identified the program only by the station's call letters or its wave length."

Hooper points out that its procedure is to "prorate cases of don't know programs, station, call letters or station's wave length" in direct ratio to known listeners, thereby counting them in the rating. This factor is so small, Hooper says, that it could increase the average daytime program rating by 0.1%, the average evening program rating by 0.2. CAB policy, Hooper states, is to reject "don't knows" completely; not to ask for wave length identification, so the "shrinkage in the CAB rating is greater."

Dr. Zeisel's fourth recommendation (Continued on page 52)
Again! For the fourteenth consecutive year, WWSW broadcasts play-by-play the Pirates’ major league ball games at home and abroad. Sports-conscious Pittsburgh dials WWSW—the station originating and broadcasting more sporting events than all other Pittsburgh stations combined. In scheduling programs, WWSW rates Pittsburghers’ interests first... that’s why WWSW bats 1.000 year ’round with Pittsburghers.

WWSW, INC., Pittsburgh, Pa.
Represented by Forjoe and Company

BASEBALL CO-SPONSORED by ATLANTIC REFINING COMPANY and GENERAL MILLS, INCORPORATED over the Victory Network...

April 29, 1946  •  Page 49
Engineering Approvals, Full Permits Given 12 Others

LARGEST batch of FM grants since last November was issued by the FCC Tuesday with conditional authorization for 38 new stations. The actions brought to 425 the number of applications given conditional grants since resumption of normal licensing operations.

In addition, the Commission gave basic engineering approval to eight conditional grantees, granted construction permits to four grantees who had previously received basic engineering approval, and designated for hearing 10 applications for metropolitan stations in the St. Louis and Atlanta areas.

Including last week's actions, the FM boxscore was: construction permits—18; basic engineering approval—32; conditional grants—98; applications in hearing—131; and applications awaiting initial action—274. These figures are determined by removing from the category of conditional grants cases advanced to further stages of processing. Construction permits include cases decided following hearings.

Mostly Newcomers

Of the 38 new conditional grants, 19 were for metropolitan stations, 10 were for metropolitan possibly rural (M.P.R.), depending on engineering determinations, and nine were for community stations. All but nine of the grants went to standard licensees. Newcomers receiving grants were:


Frank Parker, Danbury, Conn. (community). Mr. Parker is the well-known radio singer. He was producer of programs in 1945 for Air Features Inc. He lives in Newtown, Conn. Estimated cost: $23,150.

Winchester Sun Co. Inc., Winchester, Ky. (community). Applicant company is owned by the Tatman family, publishers of the only newspaper in Winchester and majority owners of the News Sentinel Co., Connersville, Ind., which has received a community FM grant. Chief stockholder is James S. Tatman (55.5%), with J. Smith Hayes Jr. (25%) and Geo. S. Patman (15.6%). Estimated cost: $16,630.

Tri-Suburban Broadcasting Corp., Silver Spring, Md. (community). Principals are John W. Kluge (56%) of Washington, D. C., eastern representative of Otten Bros., Detroit, and John Henry Co., Lansing, paper manufacturers; and Joseph L. Brechner (28%) of Takoma Park, Md., director of radio, Veterans Administration, and formerly with Radio Branch, Bureau of Public Relations, War Dept. Five business and professional men residing in various Maryland suburbs of Washington hold the remaining stock. Estimated cost: $9,600.

Hudson Broadcasting System Inc., Mt. Vernon, N. Y. (community). Principals are Bert Harmon (60%), attorney and realtor of Mamaroneck, N. Y., and Gustave Berman (10%) and Bertrand Arrow (20%), engineers employed by WNYC New York. Estimated cost: $19,050.

Bay State Broadcasting Co., New (Continued on page 87)

Following are the grants made:

<table>
<thead>
<tr>
<th>City</th>
<th>Granite</th>
<th>Type of FM Station</th>
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<tbody>
<tr>
<td>Huntsville</td>
<td>The Huntsville Times Co., Inc. (WSGN)</td>
<td>ALABAMA Metropolitan</td>
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<tr>
<td>Beverly Hills</td>
<td>Beverly Hills Broadcasting Co., Waco (BHPC)</td>
<td>CALIFORNIA Community Metropolitan</td>
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<tr>
<td>Santa Barbara</td>
<td>The Jack Groen Broadcasting Co. (KFMB)</td>
<td>California possibly rural Metropolitan</td>
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<tr>
<td>San Diego</td>
<td>Frank Parker</td>
<td>CONNECTICUT Community</td>
</tr>
<tr>
<td>Dayton</td>
<td>The Dayton Journal Corp. (WCOA)</td>
<td>OHIO Metropolitan Metropolitan</td>
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<tr>
<td>Atlanta</td>
<td>The Atlanta Broadcasting Co. (WRBL)</td>
<td>ILLINOIS Metropolitan Metropolitan</td>
</tr>
<tr>
<td>Columbus</td>
<td>The Columbus Times Publishing Co. (KSB)</td>
<td>Illinois Community Metropolitan</td>
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<tr>
<td>Savannah</td>
<td>The Savannah Times Publishing Co. (WSAV)</td>
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<tr>
<td>Miami</td>
<td>The Miami Herald Publishing Co. (KHUM)</td>
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<td>The Portland Oregonian Publishing Co. (WCON)</td>
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<td>Silver Spring</td>
<td>The Silver Spring Times Publishing Co. (WSS)</td>
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<td>St. Cloud</td>
<td>The St. Cloud Times Publishing Co. (KFAM)</td>
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<td>Cape Girardeau</td>
<td>Oscar C. Hirsch (KFVS)</td>
<td>MISSOURI Metropolitan Metropolitan</td>
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<td>Niagra Falls</td>
<td>The Niagara Falls Gazette Publishing Co. (WHLD)</td>
<td>NEW YORK Metropolitan Metropolitan</td>
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<td>Mt. Vernon</td>
<td>The Times Publishing Co. (KFAM)</td>
<td>PENNSYLVANIA Metropolitan Metropolitan</td>
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<td>New Bedford</td>
<td>The Bay State Broadcasting Co. (WBFB)</td>
<td>MASSACH USETTS Metropolitan Metropolitan</td>
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<td>Reno</td>
<td>Savers Electrical Products Corp.</td>
<td>NEVADA Community Metropolitan</td>
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<tr>
<td>Greenville</td>
<td>Greenville Broadcasting Co. (WHTC)</td>
<td>NORTH CAROLINA Metropolitan Metropolitan</td>
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<td>Raleigh</td>
<td>Capital Broadcasting Co. (WBC)</td>
<td>OHIO Metropolitan Metropolitan</td>
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<td>United Broadcasting Co. (WHBC)</td>
<td>OREGON Metropolitan Metropolitan</td>
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<td>Steubenville</td>
<td>The Steubenville Times Publishing Co. (WTVT)</td>
<td>PENNSYLVANIA Metropolitan Metropolitan</td>
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<td>Southern Oregon Broadcasting Co. (KUIN)</td>
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<td>Harold O. Bishop</td>
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<td>Spartanburg</td>
<td>J. M. Bryan and Smith Davis Corporation, d/b/a Spartanburg Broadcasting Co. (WODR)</td>
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<td>San Angelo</td>
<td>KGKL Inc. (KGKL)</td>
<td>WASHINGTON Community Metropolitan</td>
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<td>Portsmouth</td>
<td>The Portsmouth Star Publishing Corp.</td>
<td>WEST VIRGINIA Metropolitan Metropolitan</td>
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<td>Longview</td>
<td>Twin City Broadcasting Corp. (KWLK)</td>
<td>Community Metropolitan Metropolitan</td>
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<tr>
<td>Wheeling</td>
<td>West Virginia Broadcasting Co. (WWYA)</td>
<td>Community Metropolitan Metropolitan</td>
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<tr>
<td>Wheeling</td>
<td>Community Broadcasting Inc. (WKWK)</td>
<td>Community Metropolitan Metropolitan</td>
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How Would You Tell This KSL Story?

Salt Lake City Metropolitan Area

The Salt Lake Market, home of KSL, ranks high among America’s largest metropolitan areas—
with a population of 204,488. Here, KSL has won an enviable position of leadership through its 25 year history of top programming and public service. And so in planning your campaign, it’s important to cover Salt Lake City—one of the major U. S. Markets.

Salt Lake City Metropolitan Area

The Salt Lake Market, home of KSL, ranks high among America’s largest metropolitan areas—
with a population of 204,488. Here, KSL has won an enviable position of leadership through its 25 year history of top programming and public service. And so in planning your campaign, it’s important to cover Salt Lake City—one of the major U. S. Markets.

You Can’t Cover The West Without

KSL

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY

Edward Petry and Company — National Representatives

KSL Primary and Secondary Market Data

Population

Primary - 1,532,095
Total - 2,781,702

Retail Sales

Primary - $508,733,000
Total - $973,283,000

Radio Homes

Primary - 375,000
Total - 663,880

KSL Weekly Circulation—2,200,000 Listeners

KSL has a net weekly circulation of 628,789 families—equivalent to 2,200,000 listeners. The daytime audience, too, is big, with primary coverage comparable to the combined populations of Cincinnati, Seattle, and Rochester. So when advertising in the West, remember that the KSL Primary Market is 7 times larger than the Salt Lake City Market.

*All figures based on CBS Study, 7th Series and 1940 Census

Sixty-three hours of ceiling inspection, 18 violently chewed pencils, and an overflowing wastebasket resulted in the conviction that we have a great story to tell—but, as yet, no ad for this magazine. So with a deadline rushing up to meet us, we give you the facts, and ask “How would you tell this KSL story?”
Single Audience Rating Urged
By Gill to Remove Confusion

PLEA for a single rating service to end the "present confusion and doubt" caused by conflicting ratings from different services was made Wednesday by Samuel Gill, director of research, Sherman & Marquette, New York, in a talk on "What's the Use of Rating Services?" at a radio group luncheon meeting of the American Marketing Assn. Lawrence Hubbard, research director, Duane Jones Co., radio group chairman, presided.

Voicing the opinion that "metered reports probably provide the most accurate information on radio tuning," but admitting that "they leave much to be desired in terms of radio listening and audience reaction," Mr. Gill said that if he were to specify an ideal rating service it would be based on a national sample of 10,000 families utilizing the meter service but supplemented by personal interviewing not only of the entire sample but of families outside the sample.

This, he said, would be a check on the sample as typical of all listeners and would also help the user to "determine if possible the depth of sponsor identification and further information with regard to general overall listening habits, audience composition and public reaction to major programs now and in the future on the air."

FM, Video Coverage

This ideal service should cover FM and television broadcasts as well as AM, Mr. Gill said. He also proposed that it "provide data on general listening habits by hours of the day, days of the week, months of the year; that a system be devised to rate network preference; that data be processed to give us information on the number of homes reached per dollar expended for both time and talent."

Such a service as herewith proposed could, in addition, give us data on minute-by-minute audiences, the effect of competition, the effect of preceding and following programs, the relationship between total audience (the number of people who tuned in at any time during the program) and average audience (the number of people listening during the average minute).

"This would provide a guide for the purchase of talent, the placing of commercials, and in an extremely important category would provide us with information on the efficiency of one-minute spots and chain breaks in reaching and impressing an audience. It would give us information which would allow us to fit our program to the market we are attempting to reach by city sizes, income classes, age groups, family size and so forth, and would periodically provide data on sponsor identification and audience reaction."

The value of speed in reporting was stressed by Mr. Gill, who said that as far back as 1938 experiments were made with a mechanical recording device utilizing short-wave radio to send information from receivers to a central point. He urged that some such device be perfected as soon as possible to provide more rapid reporting of program ratings.

Anticipating the question of financing his ideal rating service, Mr. Gill proposed that it be privately owned and operated. "The industry," he concluded, "could well control such a private organization by an advisory committee representing stations, networks, advertising agencies and, perhaps, radio station representatives as well, who would supervise the work of the radio reporting organization doing the job."

Hooper Answer

(Continued from page 48)

tion is for experiments "through immediate recall interviews, to determine into what category the homes whose telephone was busy would have fallen if contact had been established." CAB discards "busy's"; Hooper prorates them in direct ratio to persons who do answer the phone; Dr. Zeisel recommends in his report that half the "busy's" be distributed a la Hooper, half dropped a la CAB.

Stating that this is a major factor which varies in quantity from "hour-to-hour, day-to-day, season-to-season and, as we recently discovered, to a maximum degree from peace-to-war," Hooper recommends careful examination before any change is made, urging more experimenting and perhaps an exhaustive annual study.

Sanguine Results

WRUF Gainesville, Fla., was quite pleased with itself last week. The station received a call from the U. of Florida infirmary asking for an announcement requesting type A blood donors for a young man badly in need of a transfusion. After four ten-second spot announcements, another call came in requesting that they be stopped. The infirmary was swamped with type A donors. Unusual angle is that only two in five persons have type A and less than that number are aware of the fact. The young man recovered.

Available in Combination at a big
saving as

West Texas Network

Affiliates of American, Mutual and Texas State Networks

John E. Pearson Co. • Chicago, New York, Kansas City

Broadcasting • Telecasting
If you're trying to pick up something really hot...

Listen to ABC

Just as better programs are getting more and more people to listen to ABC stations, economical rates are getting more and more advertisers to listen to ABC's sales story. No matter how you look at it, ABC offers advertisers the best value in radio today: One network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more—yet ABC's 202 stations reach all the people who live in Twenty-Two Million* radio homes located in practically every major market in the U. S.!

What's more, the per-dollar value of advertising on ABC is growing greater all the time as more families everywhere depend on their ABC stations for news and entertainment. They are finding that ABC gives them worth-listening-to programs of every kind—the news presented by Winchell, Davis, LaGuardia, Swing and a score of other famous reporters; great music on such programs as the Boston Symphony and the Sunday Evening Hour; the fine daytime entertainment of the Breakfast Club, Breakfast in Hollywood, Ladies Be Seated, Bride and Groom. That is why ABC keeps building—and holding—a bigger audience for advertisers.

It's because they are able to reach this rich, nation-wide audience during good time periods at economical cost that so many leading advertisers are using ABC today. Valuable ABC franchises have already been nailed down by some of the shrewdest buyers of radio time—General Mills, Philco, Swift, Kellogg, Westinghouse, P & G, Jergens and many more.

If you are looking for good radio time at low cost, it will pay you to get the full story from an ABC representative as soon as possible.

*Night-time coverage. This figure continues to climb with steadily improving station facilities.

7 REASONS why more leading advertisers sit up and listen to ABC

1. ECONOMICAL RATES—Network X costs 43.7% more than ABC per evening half-hour. Network Y costs 28.7% more.
2. REACHES 22,000,000 RADIO HOMES, located in practically every major market in the U. S.
3. EXPERT PROGRAM SERVICE available if and when you want it.
4. EFFECTIVE AUDIENCE PROMOTION that is making more and more people listen to ABC.
5. GOOD WILL—a nation-wide reputation for public service features that present all sides of vital issues.
6. 202 STATIONS—eager to cooperate in making every program a success in every way.
7. PRACTICAL TELEVISION—program-building on an economical basis.

American Broadcasting Company

A NETWORK OF 202 RADIO STATIONS SERVING AMERICA
June 1, 1945. We took our 50,000 watts of punchy sales, and made it the free and independent voice of the air.

And what happened? ...........

Last June, national ½ hour programs have increased 6%! Local ½ hour programs have increased 104.8%. And a single cancellation of any ½ hour program.

Which proves what? ...........

That WCKY has 50,000 watts of terrific selling power, a station capable of being heard by 5 out of every 6 persons in the nation, proven listener coverage. In short, independent WCKY delivers the goods!

Want detailed facts on coverage?
Ask a Free & Peters man... or write

WCKY

The L.B. Wilson Station
CINCINNATI

5,000 Watts of Sales Power
Independent Voice On The Air
Program Report: VII

EVENTS of vast importance to the nation's radio have transpired in the last fortnight. They are of no less importance to the nation's press.

First, there was the public demonstration of high-speed facsimile, development of which had been kept from the public gaze during the war years. These showings established the technical feasibility of the electronic newspaper.

Then, last week the Associated Press threw open its cooperative organization to associate membership for stations. That constitutes full recognition of radio as a news medium. There was a handful of diehards at the AP meeting. A decade ago the vote probably would have been reversed.

These developments stress the kinship of radio and the press. The fact that about 275 of the 1,000 AM stations are newspaper-owned or affiliated; that some 300 of the 934 FM applications are from newspaper interests; that most of the officers and directors of both the Associated Press and the American Newspaper Publishers Assn. are identified with newspapers which own stations, and that newspapers are adopting radio selling methods, attest to the affinity of these two great arts.

The parallel fails in one vital respect: Government regulation. Attempts have been made by Government to encroach upon newspaper freedom. The last effort was in the Esquire case, where the Supreme Court slapped down the Postmaster General for attempting censorship.

Radio is licensed. Newspapers are not—directly. As newspapers get into radio that phase of their operation comes within the purview of Government. Facsimile, as we pointed out last week, will mean direct scrutiny by an agency of Government—the FCC—of program content, which obviously embraces news.

The FCC's Blue Book, that best seller titled "Public Service Responsibility of Broadcast Licensees," makes crystal clear the extent to which the FCC aspires to control programs, whatever the main business of the licensee. The FCC's majority for years has looked askance upon newspaper ownership of stations. It hasn't been able to do anything about it in the open because of Congressional opinion.

In its multi-front offensive to grasp control of the social, economic and program phases of radio, the FCC is about to invoke its experimental "auction sales" procedure to govern station sales and transfers. This procedure, commonly called the Avco Plan, throws open to public bidding all transfers of license, with the FCC to select the new owner. If the licensee doesn't approve of the selection, the licensee can stay in the business unto his death.

Oral arguments were heard by the Commission a few days ago on this proposed Avco plan. The NAB appeared. Two other attorneys appeared briefly to protest application of the proposed rule to transfers from executors to trustees and heirs. But there was no organized resistance from licensees against an innovation in administrative law that departs from basic concepts of the rights of property owners.

NAB President Justin Miller at NAB district meetings several times has alluded to the "fear complex" of broadcasters engendered by FCC methods. He has said that many licensees appear to be "timid" and fearful of FCC reprisals. Although the FCC expresses wide-eyed amazement and is at a loss to understand why there should be the slightest reason for such an attitude, there are broadcasters who could recite, chapter and verse, how such things have happened. But they wouldn't publicly, because they fear the FCC's wrath.

The FCC won't agree to a test of its powers to regulate the program and business aspects of broadcast operations. Rest assured that when it does take summary action, it will come in an extreme situation where the station is attacked on several grounds—not on failure to comply with the implied Blue Book requirements alone.

If the newspapers backed up their avid business interest in radio with the same sort of editorial zeal that has kept the nation's press untrammeled till now, we venture the FCC wouldn't attempt these fanciful flights into censorship.

At the turn of the Nineteenth Century there was a youthful editor, Peter Zenger, who defied Governmental edicts which encroached upon freedom of the press. He languished in prison for a time. He eventually won. He is the symbol of a free American journalism.

Somewhere there must be a radio Peter Zenger.

(News) Men Bite Mike

LAST WEEK was newspaper week in New York. American Newspaper Publishers Assn. held its annual convention, The Associated Press, great cooperative newsgathering organization, concurrently held its meeting.

Elections were held by the two membership organizations—AP and ANPA. Is the leadership of newspaperdom interested in radio? Here's the story:

The Associated Press

Officers and members of Executive Committee
Norwood Chandler, first vice president. Los Angeles Times (Applicant for FM and television, holder of experimental television license).
Paul Bellamy, Cleveland Plain Dealer (WHK, WHKX, WHKC).
George F. Booth, Worcester (Mass.) Telegram (WGQX-WGQX).
Paul Patterson, Baltimore Sun (Applicant for AM, FM, Television).
Stuart H. Perry, Adrian (Mich.) Telegraph (No radio).

ANPA

Officers & Directors
David W. Hodge, vice president. Burlington (Va.) Times-News (No radio).
S. R. Winch, secretary. Portland (Or.) Journal (KJDE).
Edwin S. Friendly, treasurer. New York Sun (No radio).

Bert H. Oven, Fort Worth Star-Telegram (WRAP, KGGQ).
George C. Biggers, Atlanta Journal (WSB).
Charles F. McCaffrey, Cleveland News (Ownership affiliated with WHK, WHKC, WHKK).
J. L. Stockhouse, Dayton (O.) Express (No radio).
J. D. Funk, Santa Monica (Calif.) Outlook (No radio).

LESLIE WELLS JOY

IT WAS an inauspicious start Leslie Joy made over the air 23 years ago. His first assignment was as a singer on WJZ New York on a St. Patrick's Day program. Trouble was that John McCormack was also singing at the same time on WEAJ, WJZ's listening audience hit a new low that night.

Twelve years later he left New York for Philadelphia to become liaison officer for NBC which was then operating KYW for the gambling-horse. In 1932 he was appointed KYW general manager and has been at the helm ever since.

In those 23 years he has seen the rise of the great broadcasting chains from coast to coast. In the early days he was in charge of the favorite with pioneer listeners, the Golden and Dusky Show. He announced the Lindbergh flight to Paris. He was present at the first network-sponsored program, and he was in the studios for the first scheduled trans-Atlantic broadcast.

As a result of his deep respect for radio as a public servant, one of his outstanding contributions has been aiding in the establishment of a constructive series of educational programs on the 30,000 w KYW. The station, which was the ninth to be established in America, moved to its mid-city home at 1619 Walnut Street under Mr. Joy's direction, in 1938. It was founded in Chicago in 1921, and went to Philadelphia in 1926, as one of the three stations east of the Mississippi with a "K" call letter.

Les was born in Tacoma, Wash., in 1884, the son of a pioneer family that had trekked to Washington Territory in the early 80's. When he was quite young, the family returned East and Les received his early education at Peekskill Military Academy. Then followed four years at the Wharton School of the U. of Pennsylvania, class of '16, where he majored in advertising.

Inheriting musical tastes from his father, Les was a member of the Mask and Wig Club at the University and of the Glee Club. He later sang leading roles of Gilbert and Sullivan operettas with the Savoy Company and has been active in the Orpheus Club of Philadelphia. He is also a member of the Raquet Club and Radio's Twenty-Year Club.

He was starting some postgraduate classes when World War I brought out and he joined the Army as a balloon observer for the heavy artillery, stationed first at Omaha and later at Arcadia, Calif. The war over, he turned his

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Our Respects To –
THE daily program schedule adhered to by WOV results in balanced broadcasting to two distinct metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York’s tremendous Italian-speaking audience of 520,000 radio homes. And in the evening between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH. N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
Pepsi-Cola Drops
PEPSI-COLA Co., Long Island City, May 19 discontinues Quentin Reynolds program, Let's Talk It Over, MBS, Sun. 6:45-7 p.m. Network is discussing plans to keep show as a sustainer. Agency for Pepsi-Cola is Newell Emmett Co., New York.

KATO to Don Lee
FORTIETH affiliate of Don Lee Broadcasting System will be KATO Reno, Nev., effective June 1. Authorized in March, outlet is owned by Sierra Broadcasting Co., will operate fulltime with 250 w on 1340 kc.

GOSH, WE SHORE LOVE WDAY!

WDAY is the odds-on favorite here in the Red River Valley—has more listeners than all the twelve other stations heard in its coverage area, all put together!

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA

STATION B GETS 9.5% OF THE AUDIENCE

STATION C GETS 7.2% OF THE AUDIENCE

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA

Derby Films Sponsored For WCBW Television

FILMS of the Kentucky Derby May 4 at Churchill Downs will be flown to New York, processed and telecast the following evening on WCBW, CBS video station, with Bristol-Myers Co., New York, sponsoring the program for Vitalis. Arrangements were made by Doherty, Clifford & Shenefield, New York, B-M agency.

Program will feature a novel video commercial by including in the crowd scenes at the Derby the actor, West Hooker, who does the beginning and closing commercials. Mr. Hooker, shown at the opening of the program dressing and combing his hair smoothly after a dash of Vitalis, dons a plainly patterned sports jacket which identifies him in the Derby pictures, for which he will be flown to Kentucky. Closing commercial shows him, hair still unruffled, back home after the race. Tele-Cine is handling the filming of the commercials.

Respects

(Continued from page 56)

attention to concert work. That first radio appearance was an outgrowth of the concert work.

In 1925 when WRAF had a staff of 26, John Holman, now PM manager of Westinghouse Radio Stations Inc., was program manager of the New York station. With an eye to the future, he asked Mr. Joy to join the staff as announcer. A year later, when NBC was being formed, Les was given assignments in the program department. He was later in charge of the formation of the first NBC production department. Three years later he became an NBC executive under Vice President and General Manager George F. McClellan on special assignments incidental to organization problems. And in 1935 he joined KYW.

In 1930 he married Anne Lutz

STEPHEN A. MACHCINSKI Jr., on the New York sales staff of Adam J. Young Jr. Inc., has purchased shares of stock in that company, making him director of the corporation.

ADAM J. YOUNG Jr., who maintains control of the Chicago office, has also acquired stock in the company, making him president of Adam J. Young Jr. Inc.

BSB

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BROADCASTING • Telecasting
The Southern Cotton Oil Company (subsidiary of Wesson Oil & Snowdrift) is but one of Savannah’s great permanent industries that add to this community’s bright industrial future.

"Wesson Oil", "Snowdrift" and "Scoco" are household words not only in thousands of homes throughout America, but in scores of nations throughout the world—from which they bring back millions of dollars to be spent in this prosperous market.

The Savannah Seaboard Market, which never lost a step from war to peace, is vibrant with activity—ready, willing and able to buy your products in profitable volume. And Savannah’s own NBC station covers this market—at the lowest per-person cost of any medium.
"COMBINING GOOD CITIZENSHIP
WITH GOOD BROADCASTING"

IN THE WARNER MA

Radio Station
Owned and Operated in Hollywood by Warner Bros. Pictures

Peabody Radio
for "Outstanding Public Service"

"WE FEEL THAT ALL IN THE MOTION PICTURES
MAY WELL TAKE PRIDE IN HAVING STATEN
AS THE 'HEART' OF HOLLYWOOD"

Jack
KRIB Inc. has Received the 4701 "Outstanding Public Services" Award during 1945

The only station in the nation to broadcast every minute of every session of the United Nations Conference in San Francisco. (Now doing the same thing at the UNO meeting in New York — still the only station to do so.)

Winner of the annual "Variety" citation for "Outstanding Spot News Coverage" in 1945.

Abandoned all commercials and devoted entire broadcast day (19 hours) to the "March of Dimes".

Inaugurated a continuous 19-hour broadcast devoted to "work or fight" to intensify civilian production efforts.

Inaugurated the first Red Cross show that combined all stations in Southern California. Tickets of admission to the Studio netted almost $100,000 for the Red Cross.

Inaugurated the first big USO radio show.

Inaugurated the British War Relief show.

Abandoned all commercials for 24 hours to bring complete night and day coverage of VE Day.

Abandoned commercials and augmented regular staff with Hollywood personalities offering specialized reports and analysis throughout day and night of VJ Day.

Created the Greek War Relief show from the Chinese Theatre.

Broadcast and participated in the "Story of China" pageant which featured Madam Chiang Kai-shek.

Inaugurated "personalized" broadcasts for charity drives. Personnel of all motion picture studios gather to be addressed at their studios by leaders of the industry through facilities of KFWB.

Awarded "Meritorious Public Service" medal by "This Month" magazine for unique program "Tomorrow's News Tonight".
WASHINGTON FAVORITES

WMAL and :

Ruth Crane
Director of Women's Activities at WMAL, who has achieved an enviable position in "Washington Woman." Her daily program, "The Modern Woman," is outstanding.

Went proof? Ask any of her current sponsors, including Rockwood Confections, Herbs O., Herbr Rabbit, Marrell Saffron, Krocsh, bathwaste, Tontex, Scoop, Bobzlon, Conformal, and Reader's Digest.

For complete facts on this remarkable program call ABC Spot Sales or The Evening Star Station in Washington, D.C.

WMAL
Listen to the new Mutual programs over your neighborly MBS station. Increasing recognition of our progress comes from radio artists and station men; from advertisers and their agencies; and from listeners themselves. The combination of better programs plus expanded facilities is the solid base on which we are building this network.

*300th station, WKRZ, Oil City, Pa., added April 27, 1946"
French

(Continued from page 34)

broke out he was editor in chief of the daily La Republique, Paris.

Although he returns to France on May 10, Paul Gilson is permanent representative of Radio diffusion Francaise in the U. S. with headquarters at 14 E. 55d St., New York. Following is M. Lange’s U. S. itinerary:

Trip Schedule

Cincinnati, April 30; Cleveland, May 1; Chicago, May 2-3; Des Moines, May 4; San Francisco, May 5; Los Angeles, May 7-10; Dallas, May 11-14; St. Louis, May 16; New York, May 17. He will be in Mexico City May 12-13 and will visit Canada, Boston and other New England areas the latter part of May.

At the Tuesday luncheon Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, recalled his own visit to France last year in connection with a study of transport problems. He reviewed history of Anglo-French relations.

A special appeal for members to do all they can to continue good relations between France and the U. S., to which M. Lange responded briefly. Others who spoke were Edward M. Kirby, NAB public relations counselor; Frank Stanton, CBS president and secretary; Frank M. Russell, NBC Washington vice president; M. Lange, Rep. Lea, Messrs. Miller and Parnell and Mr. Shelly addressed the Southern Display Assn. convention.

Luncheon Guests

In introducing M. Lange, President Miller recalled the cordial reception given the ETO mission last summer during its visit in France. M. Lange voiced his appreciation of the cordial reception given the ETO mission last summer during its visit in France.

Mr. Parnell

Woodrow B. Parnell, vice president and program director of WCAU Philadelphia, has joined the public relations section of the Philadelphia branch office No. 3 of the Veterans Administration.

Robert H. Bishop

Robert H. Bishop, former general sales manager of the lighting products division, Systrana Electric Products, New York, has been appointed director of sales for all division and subsidiaries of the organization.

Mr. Bishop

Mr. Bishop

Mr. Bishop

Mr. Bishop

Mr. Blair

Mr. Bishop

Mr. Bishop

Mr. Bishop

Mr. Bishop

Mr. Bishop

Mr. Bishop
"YOU DON'T HAVE TO RESORT TO CRYSTALOMANCY TO SEE THE ADVANTAGE OF ADVERTISING OVER KGW!"

"YOU CAN'T BEAT KGW FOR COVERAGE! IT'S PRIMARY AND SECONDARY DAYTIME AREA REACHES 29 COUNTIES IN 2 STATES! KGW'S PROGRAMS GO INTO 425,452 RADIO HOMES IN OREGON ALONE!"

"KGW-NBC REALLY CARRIES THE STARS! NINE OUT OF FIFTEEN OF THE HIGHEST HOOPER-RATED SHOWS ON THE AIR ORIGINATE FROM NBC. PROGRESSIVE KGW PRESENTS 76 PROGRAMS PER WEEK IN THE PUBLIC INTEREST!"

"WHICH ONE SHALL I LISTEN TO TONIGHT?"

"KGW'S LISTENING AUDIENCE IS ALMOST EQUALLY DIVIDED BETWEEN RURAL AND URBAN AREAS! AGRICULTURE, LUMBERING, RETAILING AND WHOLESALE DISTRIBUTION ARE THE LEADING OCCUPATIONS."

"REMEMBER TO INCLUDE KGW ON YOUR TIME-BUYING SCHEDULE. IT OFFERS WIDER COVERAGE OF THE HEART OF THE NORTHWEST BACKED BY 24 YEARS OF BROADCASTING EXPERIENCE!"
Key Broadcast Topics Slated For Two-Day CCNY Meeting

BROADCASTING's most pressing and most controversial issues have been chosen by the School of Business of the City College of New York as topics for the discussion sessions of its second annual Radio and Business Conference, to be held April 30-May 1 at the Hotel McAlpin, New York.

Conference begins Tuesday afternoon. Dr. Robert A. Love, director of the school's extension division and director of the conference, will preside. Following greetings from Dean Thomas L. Norton, program proper starts with a session on "New Stations and FM—Their Impact on Radio and Business." Herman Hettinger, director of editorial extension, who will act as moderator. Panel members include: Leonard L. Asch, president, WCBA Schenectady; John V. L. Hogan, president, WQXR-WQXQ; John H. Laux, general manager, WSTV Steubenville, O.; Frank W. Mansfield, director of sales research and research, Sylvania Electric Products; Linrus Kenway, Times; M. S. Novik, radio consultant; Dorothy Kemble, MBS director of consumer acceptance; William McGrath, general manager, WHDH Boston.

The Wednesday morning agenda calls for two concurrent meetings. One of them will be "The Veteran's Choice: Who's in Radio—Are There Jobs?... If so, where?"... will be open to all veterans seeking jobs in radio with the conference registration requirement waived for this session. Charles A. Batson, NAB director of information, will preside over a panel of a dozen experts, each representing a separate field. They are: Advertising Agency and Sponsor Opportunities—Nelson Schraedler; president, Radio Program Information Service; Advertising and Promotion—Ivor Kenway, ABC director of advertising and promotion; Casting—Marjorie Wise, CBS casting director; Personnel—Ernest de la Ossa, NBC vice president in charge of personnel; Production—Herbert Rice, production manager, MBS; Programs—Adrian Samish, vice president in charge of programs, ABC; Research—Lt. Col. Hugh Beville, NBC director of research; Sales—Ira M. Her-
Dear Variety:

Thank you for awarding us your Showmanagement Plaque. We're thrilled (and very impressed with ourselves) at being the only station in New England so honored.

But frankly — the credit for that "outstanding aggressiveness" in making ourselves "a pleasant voice" in New Haven should go as much to our listeners as to us.

Up here in New Haven, people are wide-awake, and keen, and progressive. We felt that the moment we took over the management of WELI. From our first day, we knew that these were listeners who demanded an alert, progressive — yes, aggressive, if you will — participation of their radio station in their community's life.

We couldn't do a routine job on car cards, and billboards, and display windows — because New Haven isn't a routine market. In fact "WELI LIFE" edited by Rudy Frank and recipient of so many orchids from our dearly beloved friends in advertising, is only a reflection of the tempo and level at which New Haven works and lives.

So you see, we really do owe it all to the husbands and wives and kids of our New Haven market. Over 190,000 families provided the inspiration. We simply followed through.

Yours, with gratitude,
ALL OF US AT WELI
... ARE IN PRODUCTION AGAIN!

That's good news for the many broadcasters who want to improve their pick-up control with these famous 3-way or 6-way Cardioids.

Production has started — deliveries will begin soon. But a lot of people want a lot of Cardioids! So get in touch with Graybar and...

ORDER YOURS NOW!
Reach the Rich, Responsive AUSTIN Market

through...

KNOW

...SALES-INFLUENCING VOICE OF THE DYNAMIC CAPITAL CITY OF TEXAS

KNOW OFFERS

- Overall Hooper Rating (Fall 1945) of 43.6 as compared with 16.7 for Austin Station "B".
- A market area of 82,340 radio families.
- A responsive audience with 19.1% more family income than the nation’s average.
- The prestige of being the oldest and most influential Austin Station.

Plant your advertising dollars in the fertile Austin market, and reap a bountiful sales harvest. With a total of $65,901,000 in 1945 retail sales, and a steady, well-balanced prosperity based on government, industry, education and agriculture, Austin offers you a major market you can’t overlook.

Let KNOW—the most popular, most listened-to, most influential Austin radio station—carry your message to this responsive audience. KNOW gives you more dialers per dollar, and Austin gives you more dollars per dialer.

RADIO STATION KNOW

AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

WEED & CO., Representatives


BROADCASTING • Telecasting

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Two-Thirds of FM Applicants Standard Broadcast Licensees, FCC Study Shows

APPROXIMATELY two-thirds of the applicants for FM stations are standard licensees and nearly half of the remainder are newspaper publishers, the FCC revealed last week in an analysis of FM applications and grants as of April 1.

A breakdown of conditional FM grants showed about the same predominance of standard licensees and newspaper owners.

Of a total of 834 FM applications which were active (including those which have been processed) on April 1, the analysis showed that 67.2% were from standard licensees. Of the 273 applications from other than standard licensees, 130 have newspaper interests. Newspaper interests comprise approximately 40% of the total applications.

Of the 381 conditional grants issued as of April 1, 68.8% were to standard licensees. Of the 262 standard licensees receiving grants, 93 have newspaper interests. Of the 110 newcomers receiving grants, 73 have newspaper interests. FM grants to newspaper interests totaled 160 or 43.5% of all grants.

A geographical distribution of FM grants showed 101 to the northeastern states, 88 to the Great Lakes region, 87 to the Southern states, 28 to the South Central states, seven to the Mountain states, and 36 to the Pacific Coast states.

FM grants issued to other than standard licensees include three each to labor unions, manufacturers, and entertainment businesses. Other grants were made to engineers, contractors, transportation firms, bankers, realtors, distributors and department stores.

Truman to Speak

PRESIDENT HARRY S. TRUMAN May 11 will be heard on all the nationwide networks, 10:30-10:45 p.m., when he speaks at a dinner commemorating the 100th anniversary of the chartering of Fordham U., to be held at the Waldorf Astoria Hotel, New York.

NHA Appoints Allen

SHANNON ALLEN Associates, Washington, last week was appointed by the National Housing Administration to serve as special consultant in the use of radio to solve the housing situation throughout the country. The firm will coordinate the complete program, using local and regional stations, networks, and community groups.

NOW a beloved landmark, Dubuque’s Shot Tower was built in 1855 for molding lead and for many years was the highest structure in the city. Today, however, Dubuque is leading in Iowa’s program of vast industrial expansion, providing alert advertisers with a profitable market. And in Dubuque, WKBB holds first place in radio listenership . . . morning, noon and night!

James D. Carpenter—Executive Vice President
Represented by—Howard H. Wilson Co.

ANK A TIme Favorite
KEEP AN EYE ON YOUR HEART

Published by
BROADCAST MUSIC, INC.
Performance Rights
Licensed Through
BMI

Louise Randall Dean
LOUISE RANDALL DEAN, 29, Hollywood radio script writer, was found dead in her car with a bullet in her head at a Santa Monica (Cal.) parking lot on April 19. Case was called a suicide by police, who said a rifle was found beside her with one empty shell in the chamber. Louise Randell Pierson, author of “Roughly Speaking,” and mother of Miss Dean, told police her daughter had been despondent.

News

MYRON WALLACE, released from the Navy, has rejoined the news staff of WMAG Chicago as commentator for Bond Inc., Chicago district, in behalf of Bond Clothes.

CARL STROUB has been appointed di- rector of farm service for WHBP Rock Island, III. He formerly had held simi- lar posts at KOBN Fremont, Neb., and KOWA Sedalia, Mo. At WHBP he will direct agricultural and rural news on "Valley Farm Hour," Mon.-Fri. 6:30 a.m.

JACK KNELL, director of news and special events at WBT Charlotte, N. C., April 25 attended the Kiwanis Club of Kings Mountain, N. C., on “Gathering New York Radio.”

PETER ROBIECK, KNX Hollywood farm reporter, is father of a girl, Victoria, born April 16.

HARRISON WOOD, commentator on "The Changing World" on Don Lee Pacific stations, has discontinued his broadcasts to make a summer tour of Europe. He resumes broadcasts in Sep- tember.

FREDDY HAYES, commentary on "Midwest Mornings," a radio show, has been appointed as a special commentator for "This is Your Life," a national program, CBS radio.

NHA Appoints Allen

SHANNON ALLEN Associates, Washington, last week was appointed by the National Housing Administration to serve as special consultant in the use of radio to solve the housing situation throughout the country. The firm will coordinate the complete program, using local and regional stations, networks, and community groups.
THE COLLINS 26W-1 audio limiting amplifier is a product of the most advanced standards of broadcast engineering. It effectively raises the modulation level, yet prevents overmodulation of the r-f carrier. The resulting stronger signal assists materially in station area coverage.

Developed for high fidelity AM and FM applications, the 26W-1 has a frequency response flat from 30-15,000 cps, with a variation of less than 1.0 db. The compression ratio above the verge of compression is 20/1 in db. Harmonic and tone distortion are not more than 1.5% at any frequency, any setting of the input and output levels, and with any amount of compression up to 15 db. Hum and noise are 70 db below the operating level.

Output range is -4 to +26 dbm.

Complete metering provides measuring facilities for individual tube currents, plate voltage, compression level, and output level. Inside-out chassis construction gives immediate access to all wiring and circuit components upon removal of the slip-on dust cover. Operate and release times are independently adjustable.

Dimensions, for standard rack mounting, 19" w, 14" h, 9" d. Weight, 45 pounds. Available in metallic gray or black wrinkle.

Collins speech equipment is thoroughly engineered for highest performance. Reliable in operation, accessible in maintenance, each unit meets rigid inspection and tests before it is approved for delivery. For your requirements, write today to the Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y.
Radio's Newest Show Sensations

'I DEVISE & BEQUEATH'

STORIES of STRANGE WILLS MADE by STRANGE PEOPLE
Written by Ken Krippene, LL.B., A.B.
The Show That Took 10 Years to Build!
Unlimited Series of Half-hour Transcriptions!

Starring WARREN WILLIAM
WITH
PATRICK McGEEHAN • LURENE TUTTLE • LLOYD DEL CASTILLO

What are the secret thoughts in the human mind as it directs the making of a will? Ken Krippene, LL.B., A.B., attorney and writer has examined over 8,000 wills to bring you the strange, mysterious stories behind their strange bequests. "I Devise & Bequeath" runs the gamut of human emotions: revenge, suspicion, life-long hates, secret loves, carefully planned homicide, devotion, unselfishness... all are portrayed in their starkly dramatic intensity.

Here is a show series upon which to build a reputation for your station and your clients. A star-studded Hollywood cast headed by Mr. Warren William with Patrick McGeohan, Lurene Tuttle, Lloyd Del Castillo, and other top-notch stars, assures a brilliancy of radio acting technic seldom, if ever to come before a microphone. It's big name, big time, and big in human interest appeal. But its modest cost will give you a pleasant surprise.

Plus 2 Sure-Fire Transcribed Unlimited Hit Shows!

★ MOON DREAMS

ROMANCE DELUXE
A Tenor, a Gypsy Violin & Organ
A half hour of romance in music, song and poems. Ideal for jewelry or department store sponsorship. 5 times weekly.

★ DIXIE DOODLE BOYS

CHUCK & BUD MURPHY
2 Grand Pianos — 2 Grand Voices
Rhythms on a rampage with staccato patter and racing ivories... and then a hymn for folks back home. A natural for car dealers, breweries or food markets. 15 min. 5 times weekly.

All offers subject to prior sale. Audition samples sent on request, $2.50 refundable on return or credit in event of sale. For exclusive rights in your locality, wire or write:

Teleways
RADIO PRODUCTIONS INC., HOLLYWOOD
8905 SUNSET BLVD., HOLLYWOOD 46, CALIF. • CRESTVIEW 6-7238

Page 72 • April 29, 1946
**LONDON LETTER—By William Pingrey**

**Video Resumption for London; Probe Demanded by Times’**

Mr. Stanley said industry is determined to recover and maintain its lead in television. Addressing a meeting of 400 dealers arranged by the Television Promotion Committee of the British Radio Equipment Mfrs. Assn., Mr. Stanley urged dealers to bring pressure on the government to extend the television service to the six provincial services. Referring to the nationalization of industry by the Labor Government, which warned, “if industry cannot deliver the goods, the Government will,” Mr. Stanley declared:

“I have one answer to that. With your help and in spite of the Government spokesmen’s nonsense, we will deliver the goods.” Maurice Gorham, BBC television chief, said he saw no reason why BBC should not lead the world in television.

* * *

**The London Times** editorially called for an investigation of BBC and broadcasting before the corporation’s charter is renewed. “The work of the BBC is done, and must be done, by admirable and devoted experts in broadcasting presenting, but it must not be regarded as self-sufficient,” the Times said. Subsequently the Times published several letters urging BBC reforms.

P. F. Eckernoff, demanding a parliamentary investigation, wrote: “About 5% favor the abolition of the BBC and the substitution of the commercial system; about 50% appear to think it would be desirable to copy the scheme, in operation notably in Canada and Australia, where State and commercial broadcasting systems work together. Only a very small minority appears to consider that the monopoly should be continued without first making an impartial examination of the issues.”

Arthur Mann, retiring member of the BBC Board of Governors, has attacked BBC’s lack of comment and interpretation of news, charging that British listeners are given only a 15-minute newscast a day and that talks following the news often have no bearing on the issues reported. He urged a half-hour of news and commentaries.

* * *

BBC is hiring no more women. With hundreds of male veterans to absorb, the radio monopoly is attempting to place all men who were in broadcasting before the war.

**WDUK to ABC**

WDUK Durham, N. C., is to start unloading on June 1, at which time it will join ABC as the network’s 204th affiliate. Managed by Harmon Duncan and licensed to firm of Couch, Campbell and Lancaster, station will operate with 1000 watts at 1210 kc.

**ON A NOTE OF LONGEVITY**

On April 16th, Station KFI celebrates its twenty-fourth anniversary, which certainly says that we were pioneers in the radio field. The initial broadcast came over a 5-watt transmitter at a time when the general public was skeptical about the future of radio. Despite the pessimists, KFI’s owner, Earle C. Anthony, held to a vision of the real possibilities for radio and set out to bring to the West such outstanding cultural and entertainment features as: the first live symphony concert; the first live broadcast of an opera in its entirety; the first broadcasts of football on the Pacific Coast. In 1924, KFI was instrumental in establishing West Coast network broadcasting by arranging a hook-up with KPO in San Francisco. A few years later this hook-up became a part of the NBC transcontinental chain. Technical progress did not lag behind program pioneering at KFI. In 1925, six years prior to the time that it became a 50,000 watt station, we were one of seven outlets in the United States to launch test broadcasts to Australia. Through constant experimentation with its own facilities, KFI was able to offer good reception “Down Under,” even when bucking adverse weather. With sound programming and technical progress as the keynote of its operations, KFI continues to hold a dominant position among the nation’s broadcasters.
ARUS & BROS. Co., Richmond (Chel- sea cigarettes), has appointed Diane Greene Co., New York, to handle advertising. Radio will be stressed.


CHARLES P. ROGERS PRODUCTIONS, Hollywood, through Buchanan & Co., New York & Beverly Hills, will conduct an intensive advertising campaign to promote the film, "Angel on My Shoulder." Spot radio will be used.

J. J. FOX, New York retail furrier and a pioneer radio sponsor, has been chosen "outstanding man in the fur industry" for 1946 by the Fur Garment Traveling Salesmen's Assn. First time award has ever gone to a retailer.

JACK WYATT Jr., formerly an account executive with Buchanan & Co., New York, has been appointed executive direc tor of sales promotion and advertising for Teen-Funics Inc., New York, and to coordinate promotion in NBC "Teemintens Club," Sat. 11-11:30 a.m.

CARTER PRODUCTS, New York (Arrid and Liverpills), has started spot an nouncements on a various schedule in a number of Canadian stations. Agen cies are Slings & Small & Slings (Arrid) and Ted Bates Inc., New York.

WINSOR & NEWTON, New York, has appointed William Van Zehle & Co., New York, to handle advertising of its paints. Radio is being considered.

TRIPAR A METAL CRAFT Corp., Los Angeles (aluminum cooking ware), has appointed Kitten & Thomas Adv., that city, to handle advertising. Radio is considered.

JOFFRE DISTRIBUTORS, Los Angeles (vitamins), has appointed Woolley & Roman Hollywood, to handle advertising. Radio in major markets is being considered.

DOUGLAS AIRCRAFT Co., Santa Monica, Calif., has appointed J. Walter Thompson Co., New York, to handle advertising for the domestic automotive firm. Hams has named Daniel International-Pettingell & Pen ton, New York, to handle foreign ad vertising.

ROBINS, Ltd., New York (Decoration per fumes), has appointed Rodgers & Ross Adv., New York, as agency. Radio may be considered.

WILLIAM H. WISE Co., New York, May 18 to handle sponsorship of the "Ben Haw thorne Program" on WJAI WATR WYHT, Mon.-Wed.-Fri., 7-7:30 a.m. Agency is Hober Rappoport, New York.

MCCORMICK & Co., Baltimore, has ap pointed Street & Pinney, New York, to handle advertising for spices, extracts, condiments, mustard and tea.

THE BORDEN Co., Chicago (Borden chocolate drink) begins sponsorship of the "Ben Haw thorne Program" on WENR WGN WIND in Chicago. Contracts for 12 weeks were placed by Young & Rubicam, Chicago.

SUNSET OIL Co., Los Angeles (gas olin) in a Pacific Coast campaign is using a heavy schedule of station break and spot announcements on major sta tions. Bruce Elidridge Adv., San Fran cisco, is agency.

GENERAL ELECTRIC Co., Bridgeport, Conn., for its construction material division in the appliance and merchan dise department, effective May 1 has appointed G. M. Brainard Co., New York, to handle advertising.

STANLEY HOME PRODUCTS, Westfield, Mass., on May 12 for one time only, will present a program by a 1,000- voice chorus from the Schools, Northfield, Mass., on ABC, 4:30-5 p.m.

ROSEFIELD PACKING Co., Oakland, Calif. (Skippy peanut butter), has extended half-hour transcribed "Skippy Hollywood Theatre" to WJAR Providence, R. I., and WWVA Wheeling, W. Va. WGY Schenectady will be added June 11, bringing total of 14 stations during program to 29. Agency is Gar field & Guila, San Francisco.

ROSEFIELD PACKING Co., New York, is auditioning "Stop That Crime," a new dra matic program based on authentic case histories of criminals, for sponsorship. Program is headed by J. Edward Bavin, sheriff of New Haven County, Conn.

HARVEY M. BOND, formerly a lieutenant colonel in the Army and present to that sales and advertising manager of Conam Inc., New York, has been appointed advertising and sales promo tional manager of Helbro Watch Co., New York.

Network Accounts

Net Renewals

PHILIP MORRIS & Co., New York, April 23 renewed for 52 weeks "Crime Doctor," CBS, Sun., 5:30-5:30 p.m. with rebroadcast 11 p.m. Agency: The Biow Co., N. Y.


BROWN & HALEY CANDY Co., Ta coma, Wash. (Almond Roca confections), April 23 replaced "Mr. B" and "Bob Garred News" on 11 CBS western stations from Mon. 5:45-5:55 p.m. (PST). Agency: BBDO.

RayMOND LABS., St. Paul, May 19 for 26 weeks "Happy Days of Summer Sera ne" on ABC, Sundays, 1:30-1:35 p.m. Agency: Roche, Williams & Cleary, New York.

Net Changes

PETER PAUL Inc., Naugatuck, Conn. (Arrid) and Powder, June 18 to Sept. 24 replaces "Fibber McGee & Molly" with "Fred Waring Shows" on 27 CBC Trans-Canada stations, Tues.-Thurs., 9:30-10 p.m. Agency: Roche, Williams & Cleary, New York.

ADVANCE PEEK at episodes of "Dark Venture," new ABC Pacific thriller, is taken by (1 to 1) Harry Lehman, presi dent of Wildroot Co., Buffalo, the sponsor; E. C. Lehman, Wildroot West Coast sales manager, and Frank Samuels, ABC Western Division sales manager. Agency is BBDO.

Eversharp Plans

Eversharp Inc., Chicago, for its new Eversharp "CA" repeater pen, April 26 started cut-in an nouncements on its two CBS pro grams, Take It or Leave It and Matisse, in seven cities throughout the country. Agency is BOW Co., New York. Other radio will be used. Firm plans biggest advertis ing campaign in the history of the industry.

Australia Campaign

MACFADDEN PUBLICATIONS, N. Y. (True Story and Photo play), has started a spot campaign on 14 stations in Australia supporting introduction of the two publica tions in that country. In addition, 22 quarter-hour monthly programs, material from the maga zines, are being produced for com mercial sponsorship. K. G. Murray Publishing Co., Sydney, has been licensed by Macfadden to publish True Story and Photo play in Au stralia and is placing the radio cam paign direct.

WDNC Durham, N. C., has taken over and is remodeling additional offices at its present location.
Mr. Philadelphia buys WCAU

He's an experienced guide to follow in your selection of a Philadelphia radio station.

Here's the close-up of the Philadelphia radio picture: Local business men—"men who know Philadelphia best"—and who are on the scene to check results—spend more of their advertising dollars on WCAU than any other Philadelphia radio station. To sell to Philadelphia, do as leading Philadelphia firms do . . . SELL ON WCAU.

Power + Program = Sales

WCAU

50,000 Watts • CBS Affiliate

Philadelphia's Leading Radio Institution
**Blue Book Prescription Isn’t Needed**

Radio Doing Job Well Declares Westerner In Protest

By R. B. McALISTER
Manager, KICA Clovis, N. M.

THE BLUE BOOK of the FCC has now been in the hands of broadcasters for several weeks, and so far the reaction has been slow and in many cases confused. Someone once said it is difficult to describe a fire unless you are some distance from it, and we all are familiar with football coaches who place a spotter high above the field in the press box in order that he may tell the mentor what’s going on. Since I happen to be a broadcaster far from any metropolitan atmosphere, many miles from any metropolitan atmosphere and out here in the West where people have a lot of time and appropriate surroundings for analytical thought, I wish to offer to the broadcasters my opinion of the Blue Book.

There should be no question concerning the sincerity of the Commissioners. The entire subject matter embodied in the 139 pages reflects a desire by the Commission to improve the radio stations in this country. The one question which I think should be answered frankly and quickly by all concerned is, “Does the FCC have the right under our Constitution to control our sustaining programs, local live programs, public discussion programs, and our advertising?”

In fact, should they have any more to say concerning these four operations of radio stations than any listener or man on the street? If they do, and if they can consider such things as sustaining programs, live programs, excessive advertising and the like, as factors related to their approving and renewing licenses, then the die is cast. We have government censorship purely and simply. If it is impossible for the FCC to grant and renew licenses by basing their decision merely on the integrity, ability, and economical stability of the licensee, then free radio is gone and we are in a separate category from the free press and the American system of free enterprise.

**Stations Know Best**

The 139-page report of the Commission is merely one of the oldest forms of argument whereby one cites specific instances in giving a blanket indictment. Using the same format, we could imply that all cowboys in our area are tobacco chewers and whiskey drinkers by merely citing the characteristics of a few. We do not doubt the facts and figures advanced by the Commission in their report about certain stations, but what the Commission doesn’t recognize, and could never recognize without having years of experience in practical radio, is that those facts and figures from individual stations were created by some manager who was doing what he considered the best job in his particular set-up.

Radio basically cannot be different from the free press. Sustaining programs should be carried only where we deem them necessary to serve a purpose, and the manager should make the choice just as the editor of a newspaper is the judge as to what he will play up from the free angle in his sheet. The idea of a station creating all kinds of time for religious, civic, agricultural, labor and educational groups just to make these organizations feel that they are being recognized is completely stupid. No newspaper in the country runs stories for these organizations unless they are judged to be news and of community interest. The FCC by its implication is knocking radio back to 1930 where we all extended 40 hours of time to every organization which came along and built lots of good will, but had no listeners. It is entirely possible for a station to be completely sold out without one minute of sustaining time and still serve the public interest, convenience and necessity much better than many stations with hours of sustaining time. We know that the radio manager who is honest and capable will extend free time just as quickly as the newspaper editor will extend free space. Any effort on the part of the FCC to make or anyone else to dictate to us as to what or how much free time he must run is government control.

**Value of Live Shows**

The Commission cites local live programs as another important item in its Blue Book. Again they are back in 1930 when the station had every boy and girl, man and woman in the community who could sing or play a lick for auditions and in many cases programs. The practical radio man has learned here in 1946 that the listener prefers good phonograph records or transcriptions to any live talent which has more ambition than ability. At the same time (Continued on page 80)
NEW BEAUTY...Through Striking Modern Design
NEW DEPENDABILITY...Through Simpler Circuits

in RAYTHEON'S
250 WATT
AM TRANSMITTER!

HERE IS AN UNSURPASSED transmitter design for the 250 Watt station... unsurpassed in modern styling—unsurpassed in engineering excellence. Its very presence in your station will add distinction and a "showplace" air. And the signal it puts on the air—clear, full, dependable—will do credit to the programs you present!

Every factor that can influence transmitter performance was carefully taken into account by Raytheon engineers in perfecting this new design. It is believed that this Raytheon 250 Watt equipment contains inherent superiorities that have never been available until now.

Before you select any transmitter, whether for replacement or new installation, you will be wise to get all the facts. Write or wire for our specification bulletin, fully illustrated, with complete technical data. Deliveries now being made.

COMING! A complete line of Raytheon high-powered AM Transmitters, FM Transmitters and speech input equipment. Watch for announcements!

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division, 7517 No. Clark Street • Chicago, Illinois
DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY
Fiscal！”}

O NCE WEEKLY, WAYNE, N. C., listeners have opportunity to acquaint themselves with station's staff during informal microphone visits to various departments. Announcers interview station personnel at work, giving audience first-hand view of intricacies in station operation.

WHYN Coverage
WHYN Brooklyn has arranged with George Weiss, vice president of the New York Yankees, to broadcast play-by-play descriptions of all the New York Yankees night baseball games in the International League, both home and away, during the last week of regular season, Sept. 8. Agreement between station and Weiss, and permission of the New York Yankees, permits WHYN to use Home Run Gate, a public address system serving as a remote pickup unit was located beneath second deck. WBKB plans to cover future sports events. Specially designed receivers for WHYN will be distributed to listeners in the New York metropolitan area.

Anniversary Program
U. N. DELEGATES representing the “Big Five” countries: Harold L. Ickes, secretory general of the United Nations Council, and a group of foreign correspondents were heard April 25 on a special Norman Corwin broadcast. CBS, 10:30-11 p.m., commemorating first anniversary of the United Nations. Delegates who spoke for their respective countries were: Henri Bonnet, France; Edward R. Stettinius, United States; Andrei A. Gromyko, Russia; Sir Alexander Cadogan, England; Dr. Qiao Tachul, China. Titled “The Year One,” program originated from the Astor Hotel, New York, at a dinner in honor of the delegates from the United Nations under auspices of the Independent Citizens Committee of Aries, Sciences and Professions.

Format Revisions
ALLIS-CHALMERS Manufacturing Co., Milwaukee, sponsor of Boston “Pops” concert series which started May 4 on WBBM, has added several new features to programs. Listeners are to vote for favorite selection each week with winning selection to be presented on following broadcast. Announcer’s introduction will be “a partial” of which, May 11, will be “‘The Nightingale’,” performed by Lewis Perry, retiring headmaster of the school, who has long been a patron of the “Pops” series.

CBS Revised Schedule
UNDER revised schedule CBS April 29 moves Arthur Godfrey program to 11-1:30 a.m. (Mon.-Fri.), dropping his show at 9:15-10 a.m. Programs currently heard 11 a.m.-1:30 p.m. (“Amanda”) and “Second Husband,” previously sponsored by Sterling Drug and retained as sustaining, will be discontinued. Network is considering Danny O’Neill, singer, to take over a half-hour of the 9:15-10 a.m. time.

WSTV Service Features
TWO new series of public service programs have been added by WSTC Storford, Conn. Heard Wednesday, “Meet Your Stamford” reports on local activities and organizations. All programs will be broadcast each Wednesday evening. “The WSTC Forum” presents informal discussions on civic problems. Participants are heard each week.

Workers Information
PRESENTING accurate and concise information on sustaining basis. Esquire Magazine will write program trade” on ABC, Wed. 9-9:30 p.m. (CDST) for Postwar Organization. Electric Power Co. Short dramatizations are presented along with music by Morgan Rainer and orchestra.

RCA Theme Change
RCA on June 2 drops classic-versus-modern program, “The Victor Show” on NBC. Sun. 4:30-5:30 p.m., substituting musical serenade featuring selections chosen by a different family each week. New series is an ABC package show. Account is placed by J. Walter Thompson Co., New York.

Educational Round Table
SERIES of programs stressing the importance of adult education is being presented Saturday evenings on WBAI, Baltimore by the Maryland Educational Conference for Postwar Organization. Educators participate in round table discussion on various problems.

Student Panel
PANEL of students from the 11 countianmo.s of the United Nations Council. Series tied in with station’s support of Postwar Organization. April 23 was heard on “The World We Live In,” a panel of students discussing their visit to that previous week at the U. N. Assembly at Hunter College.

Esquire Sports
SCHWIMMER & SCOTT, Chicago agency, May 12 starts “Esquire Sports Parade” on ABC, Wed. 9-9:30 p.m. (CDST), on sustaining basis. Staff members of Esquire Magazine will write program, which is available on a sponsorship basis. Program will originate from Chicago.
EVERY Sunday evening since September, 1943, through its agency, the J. Walter Thompson Company, Glider (J. B. Williams’ Brushless Shaving Cream) has used WTIC to reach the man who counts most for this product...“the 1 in 7 who shaves every day.”

The satisfaction received from this effort to influence the shaving habits of these potential users of Glider is shown by the long uninterrupted period of broadcasting. This campaign has brought substantial results because WTIC thoroughly covers an outstanding market...Southern New England.

For your product too, you’ll FIND MORE of the best type of prospects in this prosperous Southern New England Market and REACH MORE of them when you use WTIC.
the radio stations all over the country have always welcomed auditions whether it be a hill billy cowboy or a soprano. And when anyone with real talent appears or shows an interest in radio, I know of very few cases where he is rejected without consideration. Live programs, like all other programs, should be developed and are being developed by smart radio operators. Radio certainly owes no obligation to the Commission or to anyone else to run any certain programs, should be developed and are rejected of very few cases where he with real talent appears or added to its schedule and the listeners accept them. The advertisers support it, and the Commission demand that he run any certain amount of live programs would be no different from their demanding that the newspaper editor employ so many journalism students; that the music teachers hold so many recitals; that the schools hold so many concerts. They all are merely integral parts of developing talent.

Listener Tastes

No. 3 in the Blue Book breakdown of important consideration is "Programs Devoted to the Discussion of Public Issues." If any of the Commissioners had been in broadcasting they would know that we recognize the value of public forums. They, like quiz programs, hill billy music, and poetry, build good faithful audiences in a hurry. But are we operators obliged to run them whether they be good or bad in order to stay in business? Each newspaper would do well to sponsor a weekly or monthly forum in its city. Each church would be doing its country a service by sponsoring regular forums. The Lions Club could do nothing better for its community than sponsor a forum. But in all cases circumstances must be considered. Radio has no more obligation to stage public discussions and air them than any of the above named organizations. All of the radio stations in the country could run for the next 100 years without a public forum and still serve the public interest.

Advertising No Evil

Finally, the FCC comes forth with a lengthy expose on advertising excesses. There is a growing sentiment in this country to criticize people for making money. We here in the West believe that America has been built upon the incentive of men who have a chance to make a million dollars without government interference if they did it legitimately. The amount of advertising carried by a radio station has no connection with the service rendered by that station to its community. A station which grosses a million dollars a month and spends half of that million in programming and backing community enterprises would be a much better public servant than the station which grosses five thousand and has to operate on a shoestring to break even. There is a newspaper on my desk called Men's Wear. It contains nothing but advertising. But from the way it is being supported by the merchants, I presume it serves a purpose. If radio today is running too much advertising, then the listener and the advertiser in the order named will alleviate that situation, and it should be no concern of the Commission. The Federal Communications Commission will be in no position to step in and do anything about it until they decide that complete government control is necessary.

Business Unpredictable

May I say this brief word concerning the promise and performance policy of free radio? Is there any successful broadcaster living who can predict correct percentages on his business for 11 months ahead, then he should be listed among the prophets of Biblical times. Of course, it is possible and down right easy to tell the Commission what we are going to do for the next year, to give them percentages of commercial, sustaining, educational, religious and fraternal programs, and to abide by them to the letter. That is what we must do according to the FCC's present attitude. But in doing so we are going to toss out the window most thoughts of showmanship, of ingenuity, of program ideas, and make our goal meeting the FCC percentages. If the question arise should we carry this program and please the listeners, or cut it to match our FCC promise, the answer is obvious. President Truman said, "Radio must be maintained as free as the press." I wonder if we could get him to repeat those words to the Commission.

Sermons Printed


THIS WAY, KEEPER!

THE SWITCHBOARD operator at WCHS Charleston, W. Va., was able to answer all the queries when transistor trouble recently silenced the station for a few minutes. That is all, but one telephone, an old lady who, after learning of the trouble, demanded: "Well, couldn't your announcer have made an announcement about it?"

5000 WATTS

WORLD'S MOST MEMORABLE BATTLEGROUNDS

GUARANTEED

NBC IN RICHMOND, VA.
The Dominion Network's weekly schedule sparkles with many of radio's finest shows. Excellent Canadian productions, plus top-flight features from U. S. Networks, give Dominion stations and Dominion listeners a program service unexcelled in interest and variety.

Dominion stations enjoy a large and consistent following . . . do a most effective job for Dominion Network sponsors. And no wonder! With good shows, strong local interest, a fine record for community service and intensive major market coverage, they reach a loyal and enthusiastic audience . . . 80% of Canada's English-speaking radio homes.

Put your program in star company. Join the growing list of advertisers who are reaching this vast audience so successfully. Go Dominion!

Put your program in star company. Join the growing list of advertisers who are reaching this vast audience so successfully. Go Dominion!
TWENTY-YEAR supply of nylons is being offered by the Andrew Jergens Co., Cincinnati, as first prize in a contest which started April 21 on NBC's "Walter Winchell" and "Loisella Parsons" programs. ABC, Sun. 9-11 p.m. and 9:15-9:30 p.m., respectively. Rules of the contest require that each contestant buy a dollar box of Jergens Twin Make-Up and write 25 words or less stating why they prefer Jergens face powder. All include box label with entries. In addition to top winner, who gets the top-year supply of nylons, 10 additional winners will each receive a dozen pairs of hose with the next 500 persons submitting the best essays being awarded two pairs of nylons each. Agency handling account is Lennen & Mitchell, New York.

Road Map Tie-in

PROMOTING CBS "Dick Haymes Show," a co-operative agreement has been made by Electric Auto Lite Co. with American Automobile Asso. for space in all state and regional road maps. Tie-in promotes sponsor products as well as program, with exclusive advertising franchise covering five-year period.

Listener Magazine

MONTHLY magazine is being offered ABC by Harry S. Goodman Radio Productions, New York, for local distribution house to house through station's sponsors and to listeners upon request. Titled "The Listener," the book has been issued by KDKA Baltimore pictures WBAL trade character, basing of "Your Product" label or less stating the product's worth.

Rules of the contest require that each contestant make a dozen rows of stickers and other promotion material for display in local stores. WPEN Philadelphia has entered into a pie or cake or other promotional package issued by Retail Record Dealers Assn. for space in all state and regional road maps. Tie-in.

Record to Archives

RECORDING of the sesquicentennial anniversary shows of North Carolina, as broadcast by WJZ Greensboro, has been presented by the station to the archives of the State Museum Salem. Among 39 persons to receive honorary degrees was Edward St. Murrow, CBS vice president in charge of correspondents. WRIG has been contributing to archives since day Adolph Hitler marched into Poland.

WAYS Promotion

SPEAKERS panel, composed of station personnel, has been organized by WAYS Charlotte, N. C., to lecture on "Industry" before civic clubs, schools, churches and other organizations in the area. In addition, station is keeping downtown office house house between stations' sponsors and to listeners upon request. Titled "The Listener," with local station's call letters inserted in the title, book consists of 12 pages, eight of national interest and four for local developments, which is scheduled to appear in early May.

KRNT Card

STATING that Iowa people want to buy 44,000 to 49,000, gas ranges, as found in a Des Moines Register and Tribune poll, oversize card mailed by the firm stresses fact that KRNT personalities can sell anything Iowa homewives "can bake into a pie or cake or serve piping hot from their range." Panel on address side of card promotes "Your Neighbor Lady" series.

Recordings Announced

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Gates now gives you this
NEW
Transcription Turntable!

...the only Unit offered today with
SELF-CONTAINED
GAIN CONTROL

...and 5 other
Outstanding Features!

1. Get the new Gates CB-10 for new efficiency and ease in play-back technique. A high quality attenuator for controlling gain is mounted on the sloping front control panel. No more awkward reaching for transcription channel gain control while handling the Turntable or recording. All controls are under your fingertips.

2. Preamplification is self-contained too! Eliminated is the necessity for running long audio lines from the Turntable to preamplifiers because the CB-10 has its own preamplifier that has ample output to feed any program or monitoring amplifier. Use the CB-10 anywhere.

3. Five frequency response selections are provided. Just turn the selector switch on the front panel to obtain proper characteristics for:
   1—Columbia orthoacoustic transcriptions
   2—Standard orthoacoustic transcriptions
   3—Phonograph recordings
   4—Worn Phonograph recordings
   5—Unequalized acetate recordings

4. Tone arm balance is carefully adjusted before unit leaves factory assuring proper pressure setting of stylus.

5. Access to interior of cabinet is easy and quick—front panel tilts outward; rear panel snaps into place requiring no tools to remove.

6. Your choice of either diamond or sapphire equipped removable cartridges. Both types in stock for exchange at reasonable prices.

IT'S A BEAUTY!

The Unit is styled in the modern manner for attractiveness and dignity harmonizing with other equipment in the up-to-date Broadcasting Station. Finish is in two-tone grey.

Condensed Specifications

SPEED ACCURACY—4% over extended periods of time. Within one revolution accuracy is better than 2%

TURNTABLE DIAMETER—17 inches.

OVERALL DIMENSIONS—22 in. wide, 26 in. deep, approximately 36 in. high, packed for export, 25 cu. ft.

POWER REQUIREMENTS—Approximately 150 watts from 115-volt, 60 cycle source.

WRITE FOR DETAILED SPECIFICATIONS

NEW YORK OFFICE: 9th Floor 40 Exchange Place

SOLD IN CANADA BY: Canadian Marconi Co., Ltd., Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT...SINCE 1922
WHTD Now WONS

WONS is new call now being used by WHTD Hartford, Conn., Yankee-Mutual station. The NS stands for Nutmeg State. Intensive promotion campaigns, including broadcast limerick contests, signs, cards and movie trailers have been announcing switch which was effective April 21.

Escape Tidal Wave

WORD from Hilo, Hawaiian city hit by the recent tidal wave, indicates that Al Green, manager of KHBC Hilo, barely escaped with his family before his house was washed out to sea. Ezra J. Crain, manager of the Maui News, recipient two weeks ago of a CP for a 1 kw. station in Maui, was forced to swim to safety with his wife and two children. His house was demolished.

Michael Kelly

MICHAEL Aloysius Earl Kelly, newscaster for Vancouver Daily Province on CKWX Vancouver B.C., died April 15 after a long illness. Known to radio listeners only as “Mr. Good Evening,” he had been in newspaper and broadcasting work for about 20 years, and up to a year ago had done twice daily newscasts on CKWX.

NAB Brewery Pamphlet

BOOKLET titled Here’s How, published by NAB Dept. of Broadcast Advertising under direction of Hugh Higgins, assistant chief, re- cites radio success stories of breweries. Booklet tells how brewers increase sales, establish consumer preference, build dealer confidence and promote consumer goodwill through use of radio. Department has revived its ‘Results From Radio’ series, first issue telling how Little Crow Milling Co., Warsaw, Ind., has sold Cocoa-Wheats by broadcasts. Story is titled “Prince Charming and the 10,460 Boxtops.”

Magazine Radio Issue


CRUSADING column of the Salt Lake Telegram, “Let George Do It,” becomes a nightly feature on KALL Salt Lake City. Paralleling the “Mr. Fixit” idea, the radio version of the column will be announced by Gordon Crowe. Only two or three letters daily can be handled by the newspaper but the radio tieup will bring marked expansion in the public service project. The column has brought about many civic improvements as well as finding lost dogs and similar chores. Joint venture was arranged by Alvin Pack, KALL manager, and Roy Simmons, Telegram promotion manager.

Sandage to Illinois

DR. CHARLES H. SANDAGE, author of Radio Advertising for Retailers, has joined U. of Illinois School of Journalism. The announcement, by F. S. Siebert, director of the school, stated Dr. Sandage would assume duties in September, teaching principles of advertising, radio advertising and advanced courses in advertising. At the present time, Dr. Sandage, also a author of the text book, Advertising Theory and Practice, is head of the department of marketing at Miami U, Oxford, Ohio. From July 1944 until fall of 1945, he was director of research for the Institute of Transit Advertising, Chicago. His survey of radio listening in Butler County, Ohio, was published last month in the Miami Business Review.

Esmond on Three

ESMOND MILLS, New York, sponsored ABC filmed telecasts of the Easter parades in New York and Atlantic City on WABD New York, WRGB Schenectady and WPTZ Philadelphia on April 22, 24 and 26 respectively, and not all three on WRGB as incorrectly reported in Broadcasting, April 22.
"BUT, DARLING, OUR
NERN STATION SAID THIS REFRIGERATOR
HAD ROOM ENOUGH FOR A WHOLE COW"

... and that settled it as far as she was con-
cerned. Naturally he'll "steer" her straight on
storage, but, fundamentally, he applauds her
foresight in taking a NERN station's advice
when purchasing quality home appliances.
After all, didn't he buy that new topcoat on
a NERN station's say-so?

NERN STATIONS

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Watts</th>
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</thead>
<tbody>
<tr>
<td>WBZ</td>
<td>1030</td>
<td>50,000</td>
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<tr>
<td>WCHS</td>
<td>770</td>
<td>5,000</td>
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<tr>
<td>WJAR</td>
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<tr>
<td>WLEY</td>
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<td>WRCO</td>
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<tr>
<td>WTC</td>
<td>1080</td>
<td>50,000</td>
</tr>
</tbody>
</table>

— These stations are NBC affiliates and carry
the nation's popular top-ranking shows.
— These stations represent over twice the power
of any other combination in the area.

NERN COVERAGE

New England — where
97.4% of the population
listens regularly to NERN.
New England — where 8%
of the nation's retailed
goods are consumed annu-
cally.
New England — where 11%
of the capital resources of
U.S. banks are held.

NERN TIME

A day-time quarter-hour
costs only $296.
No line charges.
Free studio facilities in Bos-
ton, Hartford or New York

Nationally represented by
WEED & COMPANY
New York Boston Chicago Atlanta
Detroit San Francisco Hollywood

"WHEN YOU BUY NERN YOU BUY A NETWORK"

HARTFORD, CONNECTICUT
**SERVICE DIRECTORY**

**FREQUENCY MEASURING SERVICE**

Exact Measurements of any time

R C A COMMUNICATIONS, INC.
64 Broad Street
New York 6, N. Y.

**“GEARED TO AM-FM EXPANSION”**

Radio Engineering Consultants


Kennebec City, Me.
Washington, D. C.
Hollywood, Cal.

MORE OF 8 KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Gilchrist Products, Inc.
111 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

**EYE APPEAL as well as ear appeal are embodied in this new three-channel remote amplifier and power supply combination of Raytheon Manufacturing Co., including airplane type carrying cases equipment weighs only 54 pounds. Electrical characteristics equal or exceed all FCC requirements for FM transmission. Distortion is less than 1/4% from 57 to 30 cycles and less than 1/16% from 200 to 150 cycles. Noise level is 60 db or better. Microphone and cable storage compartment is contained in the case, the power supply unit.

**CHARLES CHILSMON, engineer at WWDC Washington, has received a key to the installation and operation of the first radio broadcasting facilities on Guam and going aboard ship to install and operate facilities for voice broadcasts from Okinawa and Ie Shima.**

First Hallcrafters postwar receiver, Model 40-A, is presented by President William J. Halligan to ex-Marl. Arthur W. Wernuth, famed Bataan one-man army who decided to become a ham while using the microphone on Guam and using a Hallcrafters set prior to his capture by the Japanese. L to r: Raymond W. Durst, Hallcrafters vice president; Mr. Wernuth; Mr. Halligan; Rollie Wermuth; Mr. Halligan; Rollie Wermuth.

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**ANTENNA DEVELOPMENT**

For Broadcast Stations

...more than 1200 Chief Engineers...

**SERVICE DIRECTORY**

for Broadcast Stations

...more than 1200 Chief Engineers...

**YOUR FIRM’S NAME here**

...more than 1200 Chief Engineers...

**BROADCASTING**

NATIONAL PRESS BLDG. • WASHINGTON 4, D. C.
38 Conditional FM Grants
(Continued from page 90)


Harold O. Bishop, Harrisburg, Pa. (community). Mr. Bishop owns the Electric Service Co., Harrisburg. Expenditure contemplated is $2,745. Applicant declares he possesses bulk of necessary equipment.


Designated for consolidated hearing were: CBS, Globe-Democrat Publishing Co., Unity Broadcasting Corp. of Mo., all of St. Louis; Mississippi Valley Broadcasting Co., East St. Louis, Ill.; Evangelical Synod of Missouri, Ohio and other states, Clayton, Mo. All are for metropolitan stations in St. Louis area.

Also designated for consolidated hearing were the following applications for metropolitan stations in the Atlanta area: Liberty Broadcasting Corp.; Atlanta Journal Co.; Atlanta Broadcasting Co.; Wilson & Cope; Ga. School of Technology.

Following is a list of applications for which approval was given of basic engineering plans Conditional grants were originally made on Oct. 19 and Nov. 1, 1945. (Note: Power shown is effective radiated power. Antenna height given is height above average terrain):

Atlantic Coast Broadcasting Co. (WTMA)
Charleston, S. C.

Hartford Broadcasting Co. Inc. (KGBS)
Hartford, Conn.

Havens & Martin, Inc. (WMBG)
Richmond, Va.

Houston Printing Corp. (KPRC)
Houston, Tex.

KTRH Broadcasting Co.
Houston, Tex.

Boise Broadcast Station (KIDO)
Boise, Idaho

Textile Broadcasting Co. (WMRC)
Greenville, S. C.

Spartanburg Advertising Co. (WSPA)
Spartanburg, S. C.

Metropolitan: Channel: 92.3 mc (No. 222); 30.5 kw; 415 ft.
Metropolitan: Channel: 93.3 mc (No. 237); 23.7 kw; 400 ft.
Metropolitan: Channel: 96.3 mc (No. 242); 47 kw; 427 ft.
To be determined: Channel: 99.7 mc (No. 259); 196 kw; 497 ft.
To be determined: Channel: 99.3 mc (No. 257); 154 kw; 500 ft.
Metropolitan: Channel: 101.3 mc (No. 271); minus 370 ft. (transmitter is in a valley; tower 200 ft.); 8.3 kw.
Rural: Channel: 93.3 mc (No. 227); 48.5 kw; 1715 ft.
Rural: Channel: 91.1 mc (No. 221); 24 kw; 2125 ft.

FORECAST CP's GRANTED

The four following stations, which received engineering approval on March 12, were granted regular construction permits:

St. Louis (WEW)
St. Louis
Missouri Broadcasting Corp. (WIL)
St. Louis
Thomas Patrick, Inc. (KWK)
St. Louis
Frank R. Fidock, Jr. (WMGA)
Monroe, Ga.

Metropolitan: Channel: 94.1 mc (No. 231); 42.6 kw; Antenna: 235 ft.
CP for Metropolitan station: Channel 94.1 mc (No. 231); 32.3 kw; Antenna: 275 ft.
CP for Rural station: Channel 92.1 mc (No. 217); 188 kw; Antenna: 472 ft.
CP for Metropolitan station: Channel 100.3 mc (No. 263); 10.4 kw; Antenna: 401 ft.

In the Public Service

Prevent Potato Damage

OFFICIALS at New Haven (Conn.) Agricultural Experimental Station have praised WTIC Hartford and its Farmers Digest for aiding in prevention of inestimable damage to Connecticut potato industry. By error three lots of infected seed potatoes had been shipped into the U. S. from Prince Edward Island. When the New Haven experimental station received the warning it had called all county agents to search for possibility of some of those potatoes in the state. One agent contacted Jim Platt, Farmers Digest conductor, who broadcast the warning. Within 48 hours the experimental station received word that one lot of infected potatoes had been located in Connecticut.

King Aids Vets

OVER 100 veterans have found jobs in Boston greenhouses and nurseries through Art King, director of WEEI Boston's Job Center of the Air program. The placements were a result of a Sunday broadcast in which four nurserymen participated. The series, Monday through Friday 4:55 p. m. and Sunday, 11:05 a. m., is responsible for placing about 500 veterans since Mr. King took over in January following his return from Pacific duty with the Marine Corps.

Hear Son's Voice

IT WAS a quiet afternoon in the studios of WSTV Steubenville, Ohio Mutual affiliate, when a man walked into the offices and told of his son, stationed with the Armed Forces in Berne, Switzerland, who was to broadcast over the Berne station that night and of the family's anxiety to hear his voice. A hurried call to Chief Engineer Charles Shepherd presented the solution. Shepherd rigged up a special communications receiver and while the delighted parents, Mr. and Mrs. James Crocetti, of Steubenville, sat in the comfort of the WSTV transmitter building, they heard the voice of their son saying, "Hello, Mom . . . hello, Pop!" The parents had not seen their son in five years.

38 Conditional FM Grants
(Continued from page 90)
le is practically worthless unless someone listens to it,” continued Mayor Glade. “It is definitely in the public interest to schedule broadcasts that no one wants to hear, even if they are local presentations.”

He criticized the critics of comedy programs, said a “laugh is usually good medicine for any one who is inclined to be sad, and it is practically worthless if it is sponsored,” said the Mayor. “It is hard, indeed, for us to write a program that is practical and effective.”

Major Glade called on broadcasters to support a “wholesome and constructive policy in the use of advertising” and to go all-out in an endeavor to “teach the public the importance of radio.” Sponsorship of a program “adds definitely to its prestige,” he stated. “It is needed for us to see why Washington is inclined practically to write a program off, if it is sponsored,” said the Mayor.

Basis Admitted

He admitted there is basis for some criticism of radio and called on broadcasters to “clean up our own house.” Mayor Glade said his job is done by cooperation between broadcasters, advertisers and agencies. He deplored the few instances which bring criticism on the entire radio industry but insisted that “programs which represent the finest culture in the world, the cleanest fun, authentic information, glorious music, authoritative comment; yes, programs conveying the latest news, stirring patriotism, delightful comedy, heart-warming drama, and children’s features can be successfully presented in the finest American manner, under appropriate sponsorship.”

“A bad advertising plug can spread itself over a lot of territory. So can a good one,” he continued. “It is, however, unfortunate that the good things don’t have the so-called news value of bad ones.”

Mayor Glade commended the various radio councils throughout the country and “radio is missing the boat if it doesn’t know what is transpiring in radio councils all over the land.”

He found hope in radio’s fighting mood since the Blue Book was issued, and declared if the industry “with its unlimited potentialities, will heed its fighting forces in the right direction by pointing first toward searching self-discipline, and battle vigorously in self-defense, when necessary, ‘the radio millennium will then be here.’

In the atomic age “we shall need the most potent and efficient radio broadcasting system civilization has ever known,” he concluded. “To achieve that end may our radio broadcasting leadership take into inventory of itself most searchingly, and even though some necessary adjustments may involve major operation, have the courage to make them.”

Justin Miller, NAB president, spoke briefly on the value of the Peabody awards, of which NAB has been a sponsor since their inception. He termed them “highly desirable recognition” which to some extent balances off some of the criticism which is more frequent than praise.

Other speakers were Mrs. Dorothy Lewis, NAB coordinator of listener activities, and Mark Ethridge, publisher of the Louisville Courier-Journal & Times (WHAS), who read a message from FCC Acting Chairman Charles R. Denny Jr.

WDGY Names Avery

WDGY Minneapolis has appointed Lewis H. Avery inc. as national representative effective June 1.

Warning Is Issued On Walkie-Talkies

FCC Declares Surplus Sets Not on Proper Band

ASSERTING that “tragic interference” to aviation, police, and military communications can result from unauthorized use of the 460-470 mc band, the FCC last week issued a warning against operation of walkie-talkies without first obtaining a license.

Pointing out that Army surplus two-day radio equipment is now being offered for sale in some stores throughout the country, the Commission said that use of such units will not be permitted unless the Citizens Radiocommunication Service has been inaugurated. The 460-470 mc band has been reserved for the service but certain technical studies must be completed before rules can be formulated. The Commission will announce when the service is open to the public.

The Commission said that none of the surplus equipment which has come to its attention is built in the band allocated for the service.

Unauthorized use of walkie-talkies is subject to a fine of $10,000 or imprisonment, or both, the Commission said. It urged retailers planning to sell the equipment to attach warning tags explaining the penalties involved. Such tags may be obtained from the Citizens Radiocommunications Service, Washington, D.C. FCC’s warning was issued after John Barron, consulting radio engineer, of Washington, pointed out that the sets, although tagged as RFC surplus, do not carry any label to show prospective purchasers that they are not built to operate in the band allocated for the service or that licenses must be secured for their operation. Regarding “tragic interference” which FCC said might result for other communications from unauthorized use of the equipment, Mr. Barron said it had been his impression that the military had been using it without any such harmful effects. He pointed out that the sets sell for approximately $100 a pair and that some authorities doubt whether they can be adjusted for operation in the 460-470 mc band, and suggested it might be wiser to permit operation in the bands on which they are set up.

Albert L. Grauer

ALBERT L. GRAUER, 60, copy editor, Rutherford & Ryan, New York, died April 22 of a heart attack at his home in Great Neck, L. I. Born in Baltimore, Mr. Grauer joined Rutherford & Ryan in 1922, leaving the agency for a period during which he was a copy director of H. W. Kastor & Sons, New York, and Steuerman Adv., New York. He returned to Rutherford & Ryan as copy supervisor in 1932. He is survived by his wife, Hattie, a daughter and a son.

24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South... picked in Spartanburg County alone!

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2nd District
(Continued from page 20)

broadcasters are worried, they can send a committee to ASCAP and settle the thing right now. He offered to make a contract for any period up to 1965.

Asked about television rights, Mr. Paine said the matter was unsettled as many ASCAP members also write plays and whether video rights will be those handled by ASCAP or not has not been determined. Mr. Kaye said BMI has video rights to nearly all of its music, when used as individual numbers.

Attending the NAB 2d District convention were:

E. T. Trudea, WOKO; Joe Nolan, WABY; Fred L. Keesee, WMBO; E. R. Gamble, WBTA; Cecil Martin, Swing Hawkins, E. R. McGlasssy, Stanley Halper, WNB; C. R. Thompson, Frank Kelly, WBGN; Roy Albertson, WBNY; Cy King, H. W. Clothe, William Schwieter, WBEH; Bob Bacon, WGR; Dale Robertson, WENT; Michael Hanna, Samuel Woodside, WMCY; Simon Gold- man, A. E. Spokes, WJTN.

Also present were: W. J. Colman, WGNY, WKIP; R. Craze, R. Coon Jr., WKIF; A. H. Haye, G. R. Swift, Jules Funes, John Field Jr., Dinty Doyle, WABC; W. I. Moore, A. Solberg, WOXY; W. Tilden; James Galles, Claude Barriere, WEFJ; Willard Schroeder, WIBN; J. H. McNell, WJZ; T. C. Streibert, Eugene Thomas; Nor- man Jorgenson, R. C. Mad- dux, Gene King, Don Hildon, J. Cooperzim, WOR; John Hayes, W. H. Gönig; George Swan, WMFF; Jack Lee, Jack Kennedy, WHAM; Gunner O. Wig, LeMone Wheeler, WEBC; Leonard L. Asch, WBOO; Kolin Hager, B. J. Rowan, WLY.

G. Emerson Markham, WOPM; M. L. Swam, Noble & Swam; L. Lachter, Mr. Clarkson, Mr. Carlson, Colombo Re- cording Corp.; Everett Goodman, Harry Goodman Productions; Lewis Avery, Lewis Avery Inc.; M. J. Beck, Katz Agency; Michael M. Bierman, Morton.

WLAW is the top buy in Industri- al New England. Reaching nearly two million listeners in three states, WLAW serves a market spending $911,322,100 at retail, $325,017,100 for food and $88,531,800 for general merchandise. It's a market worth your attention!

(Sales Management estimates)

5000 WATTS 680 Kc.

Basic Station

American Broadcasting Co.

50,000 WATTS ... SOON!!

WLAW

Serving INDUSTRIAL NEW ENGLAND

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5000 WATTS 680 Kc.
Censorship Is Seen As Threat by Price

Calls Upon Newspaper Editors To Join Radio in Fight

BYRON PRICE, wartime Director of Censorship, sounded a warning against censorship as a threat to freedom of the press and called upon newspapers to fight against censorship as a threat to freedom of the air and to work for improvement of newscasts. Price was announced last week by John F. Hogan, news editor of WCSH Portland, Me., temporary director.

More than 100 news editors from all parts of the country have approved the organization and offered to take part in its formation, according to Mr. Hogan, NARNE would be to radio what the American Society of Newspaper Editors is to the Fourth Estate.

A five-man executive committee was to map overall plans for the organization was named Friday as Mr. Hogan, chairman; Tom Baton, WTIC Hartford; Sig Mickelson, WCCO Minneapolis; Al Gordon, KFBI Hollywood; Soren Munkhof, WOW Omaha. William Gold, news editor of WINX Washington, was appointed liaison in the nation's capital.

NARNE's sole purpose is the betterment of radio news broadcasting, said Mr. Hogan. It will not be concerned with unionizing or setting up any wage scales. The general aims are to further an exchange of ideas among radio news editors, set standards for news gathering, editing and broadcasting.

A temporary advisory board headed by John Murphy, news editor of WCKY Cincinnati, is laying groundwork for a convention, when permanent officers will be elected. A tentative constitution and program are being drafted for submission to the formal organization.

It is expected that the national organization will set up some 15 regional directors to coordinate local and regional activities. Some sections already are reported forming state and regional associations for affiliation with the national association.

Inscribed by Clinics

NARNE was inspired by the radio news clinics being conducted by the NAB under direction of Arthur Stringer, NAB director of promotions.

In 1938 the Association of Radio News Editors and Writers was organized, with Ken McClure, news editor of WOAI San Antonio, president. Other officers were Jack Harris of WSM Nashville, now lieutenant colonel on special assignment at the War Dept., Washington; Al Holland, formerly of OWI; Earl Smith, KMBC Kansas City, and Foster May, WOW Omaha.

Mr. McClure wired Mr. Hogan a fortnight ago offering to coordinate ARNEW's activities with those of NARNE. Mr. McClure advised BROADCASTING last week, however, that a survey among the original ARNEW board members indicated that the ambitions of the organization are being satisfactorily carried out by the NAB news clinics, and "it would appear that the NAB clinic design is sufficient at the moment."

RCA Buys Plant

RCA VICTOR DIVISION of RCA has purchased from the Navy the electronic and television tube manufacturing plant at Lancaster, Pa., which it built and operated for the Navy during the war. Purchase price for the plant, which RCA describes as "the most modern of its kind in the world," was announced by Frank M. Folsom, RCA executive vice president, as $4,362,500. In addition company will invest another $2,000,000 to expand and further modernize plant's high-speed production equipment for making cathode-ray tubes. Plant contains 396,000 feet of floor space and stands on a tract of 99 acres. Present personnel totals about 1,000, 90% residents of Lancaster and vicinity.

Empire State Antenna

NBC last week began erection of its new television-FM antenna atop Empire State Bldg., New York; 61-foot structure has to be completely dismantled to permit passage through two-foot opening in roof of tower, reassembled on roof and attached to scaffolding until the reassembly is complete. Operation should be finished sometime this week, with WNBX, NBC video station, resuming service next week-end. WNBX has been off air since Feb. 28.
AP Votes
(Continued from page 15)
three days after the members had voted to admit radio to their ranks, AP indicated the future dissolution of the radio functions of Press Assn., the branch of AP which has catered to radio as a client.

“The relationship between radio and the Associated Press will be a direct one,” the statement said, “rather than through Press Assn.” It was understood the radio department of Press Assn. would likely be absorbed into the AP, leaving Press Assn. functioning as a salvage operation, selling AP photos and features to clients outside the newspaper field.

The Tentative transfer of radio matters from Press Assn. to the parent body, AP, is set for Jan. 1, 1947, the statement indicated. On that date associate memberships will probably become effective. AP’s directors are scheduled to consider applications for associate memberships at their next meeting, in October. Meanwhile, it was said, Press Assn. will continue to handle AP’s radio affairs. Within three days after announcement of decision to admit radio, at least 25 stations had announced of their decision to admit WRRF was said, Press Assn. will continue meeting, in October. Meanwhile, it was said, Press Assn. will continue to handle AP’s radio affairs. Within three days after announcement of decision to admit radio, at least 25 stations had applied for associate memberships, one AP official reported. Applications for associate memberships should be addressed to Press Assn., AP announced.

As of last week, Press Assn. was serving 526 radio stations, the four major networks, and most regional networks with its radio wire. When AP President Robert McLean, of the Philadelphia Evening Bulletin (WPEN), proposed the resolution to admit radio station owners to associate membership in AP, Warren Booth, president of the Booth Newspapers of Michigan, was quick to ask: “Why?”

Added Dignity
Mr. McLean explained that AP’s board of directors felt that the admission of broadcasters to associate membership would “give added dignity to the relationship between the AP and radio station owners who are users of news.”

The president pointed out that radio’s financial contributions to Press Association were “a very important part of the total revenue of AP.” Although he said he would not discuss AP’s economics in detail at an open meeting, Mr. McLean disclosed that Press Association’s income “exceeds the contribution to the AP general funds provided by two-thirds of the membership, if you take that two-thirds whose assessments are smallest.”

Mr. Booth, however, found further objection to the inclusion of broadcasters in AP’s associate membership. The AP’s traditional policy of exchange of news i.e., the members’ responsibility to provide the association with local news which they collect could hardly be applied to many radio stations which retain small, if any local news-gathering staffs. “As far as radio is concerned,” he said, “it’s all one way.”

Mr. McLean admitted this was true.

“What if a radio station chooses to abuse the (AP) reports?” asked Mr. Booth. “Has the AP any recourse to prevent that?”

Mr. McLean assured Mr. Booth that contractual agreements would prohibit radio, as viewed from “abusing the report,” as they now prohibit abuses by newspaper members.

Mr. McLean finally put the question to a vocal vote of the membership. Although the “ayes” were obviously predictable, Mr. Booth requested, and was granted by the chair, a rising vote on the issue.

The question put this time, 173 members stood to “aye” only 14, including Mr. Booth, to “no.”

After this, a unanimous “aye” vote was cast to admit “special classes of users of news” such as news magazines and newspapers of specialized circulation to associate membership in AP.

Directors Elected
During the Monday morning session of the AP membership, delegates cast their ballots for the election of six board members. All six of the directors whose terms expired this year were re-elected. They were J. R. Knowland, Oakland (Cal.) Tribune (KIXL); Paul Belamy, Cleveland Plain Dealer (WHK); E. K. Gaylord, Oklahomans from Little Rock to Los Angeles, and 200 Los Angeles agency and trade press representatives April 24 for their choice of a successor to Al Jarvis, record man, now with KLAC Hollywood.

Bill Anson, record man of WBKB Chicago, as final winner of the national contest, was among group of seven finalists whose voices were carried by direct wire to the judging group at the Ambassador Hotel banquet arranged by Harvy Maislilsh, KFWB general manager. Contestants were not identified but city from which each spoke was named.

To take over 3½-hour record spot on KFWB, Mr. Anson will be introduced to West Coast listeners through extensive promotion campaign to include trade paper and newspaper ads, car cards, bill boards and other media.

Subscription Is Sought For Facsimile Service
RADIO INVENTIONS Inc., facsimile development laboratory headed by John V. L. Hogan, president of WQXR New York, is writing newspapers and broadcasters to subscribe to Newspaper Publishers Facsimile Service and “to share, with other subscribers, the cost of development of this ‘Faximile’ newspaper on an equitable, predetermined and limited basis.”

In exchange for an annual subscription price, ranging from $750 to $2,000 depending on circulation of the paper or hourly rate of the station, subscribers will receive weekly NFPS reports which “will answer the questions of the publishers and broadcasters and copy all possibilities right up to the production of a radio newspaper printing a standard size sheet in the home at the rate of one page per minute.”

RI states that the funds, aside from the administrative costs, will be used “for investigation, engineering, construction and reporting involving research and development.” Arrange ment is similar to “Broadcasters Faximile Analysis,” group of some 20 broadcasters who have cooperated with RI since the fall of 1944 [Broadcasting, April 22]. RI on Wednesday demonstrated its present facsimile service to publishers at the newspaper convention in New York last week.

Overseas Press Elects
W. W. Chaplin, NBC correspondent, has been reelected president of the Overseas Press Club.

H. V. Kaltenborn and Lowell Thomas, both NBC commentators, were elected vice president and member of the board of governors, respectively.

Called to order a meeting of his own.

Col. McCormick, who has long sought a publishers’ movement to petition Congress for amendment of anti-trust laws, saw in the gathering of most of the nation’s leading publishers in New York an opportunity to assemble support for his plan. To the publishers he urged adoption of a resolution calling on Congress to amend the laws so that press associations would be permitted to select their own members and clients, thus removing the possibility of “judicial intermediating with our affairs.”

“The purpose of the resolution,” he explained, “is to seek redress of grievances.” His reference was to the anti-trust decision against AP.

After some discussion, 114 of the publishers present agreed to support the Colonel’s resolution, and 30 refused.

To Duane Jones Staff
W. R. McLellman, in drug and grocery package goods advertising as a copywriter for 30 years, has joined the copy staff of Duane Jones Co., New York.
Cooper Answers Critics of AP Action

Says Exchange of News Factor in Denying Wire in U. S.

An EXCHANGE of news policy with foreign governments was one of the principal reasons the Associated Press withdrew its service from the State Dept., Kent Cooper, executive director, explained to AP members last week. AP's move, he said, had been misunderstood.

To the several hundred publishers assembled for AP's annual membership meeting at New York's Waldorf-Astoria last Monday, Mr. Cooper contradicted three statements which he said had been commonly made by critics of AP's action. He supplied additional reasons for the association's decision to deny the Government use of its proposal of two years ago that might not disseminate AP news outside of Russia. During the war AP also had an arrangement with the British Broadcasting Corp., but AP hopes to discontinue the agreement "as early as it can." In all other countries AP serves news to government broadcasters only for domestic use.

Exchange of News

Mr. Cooper described AP's present policy of expanding its news coverage and news delivery in foreign lands, through its exchange of news system, as "an adventure in altruism." He said the criticism "reveal the total lack of belief in altruism." He said the criticisms "to the extreme" and "barely at or near the level of the apathy resulting from the fact that AP's exchange of news, made with the Government offices "but barely at or below cost of delivery." He said that AP furnishes news to broadcasting departments of other governments, but refuses service for broadcast by the U. S.

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Contribution to Peace

"It would be a great contribution to the maintenance of world peace by all governments to put this proposal into effect," said Mr. Cooper. He asserted, however, that Government payment for the AP report would, if anything, constitute a subsidy. "The low estate to which the Government subsidies have brought both the newspapers and their employees in countries where he practice prevails would not encourage its adoption here. It constitutes a sure suppression of freedom," he declared.

To the contention that AP could not possibly, he said AP made it plain when it donated its report to the Government that it would be "withdrawn at the conclusion of the war." The service was discontinued only after several discussions between Government representatives and AP officials, he added.

To the charge that AP serves other governments but not the U. S., the AP chief said his association does not furnish news to any government for propaganda purposes. For information only, it supplies news to various U. S. Government offices "but barely at or below cost of delivery," he said.

N. M. Tax Appeal

Three New Mexico stations have filed an appeal in connection with the U. S. District Court for the District of New Mexico for allowance of appeal to the U. S. Supreme Court on constitutionality of the New Mexico sales tax. The Federal court had ruled March 18 that it lacked jurisdiction to act in the case since there was a remedy in State courts. In a decision earlier in the month the State First Judicial District Court held New Mexico stations must pay the 2% sales tax as of Oct. 1, 1945. The tax was adopted a decade ago but not applied to broadcasting until last autumn. NAB is acting in the litigation as a friend of the court.
Clear Channel  
(Continued from page 17)


Mr. Graham reported on a recommended procedure for computing service and interference. For use in connection with the issues in the clear channel hearings. He said the procedure was adopted after repeated conferences with industry members of the committee and was arrived at by balloting to the absence of engineering data. The procedure differs from the FCC Standards of Good Engineering Practice, he testified, in that it takes into consideration:

- Variation of atmospheric noise interference with time of day, with geographical location and with frequency of the station to which interference is made.
- Variation, with geographical latitude, in nighttime skywave transmission, both for skywave service and for interference from skywaves.

In addition, he reported, the procedure defines "both daytime" and "nighttime" for clear channel service and for groundwaves three types of service for decreasing utility, based not on the absolute signal level, but on the signal level relative to interferences of various sorts. Three grades are used to show how radio service decreases as distance from station to listener is increased.

Spearman Attack

Paul D. P. Spearman, counsel for the Regional Broadcasters, attacked the procedure as lacking factual foundation and charged that the joint committee which drafted it was "staked" in favor of the clears. He challenged a determination of the 1.5 mv/m contour as the required signal in rural areas to overcome man-made noise to obtain "Type A service" defined as the highest quality reception. He claimed this standard was weighted by a desire to justify a need for higher power.

When Mr. Graham, at Mr. Spearman's request, read into the record the membership of the committee which adopted the procedure, Mr. Denny called on Mr. Adair for comment. The latter said he was satisfied the committee made a conscientious effort to arrive at sound conclusions. He pointed out that meetings were delayed in the hope more regional station representatives would participate and that the committee was hampered by lack of time.

When Mr. Caldwell expressed doubt that basic coverage maps can be completed in time to prepare exhibits to be submitted when the final hearings begin July 1, Mr. Denny called on the regional chapter, and network groups to allot engineers to the task. He said the Commission could not as

Belfry Relay

WSBA York, Pa., did things the Army way during coverage of the recent local Army Day parade. A portable FM transmitter mounted on a jeep was borrowed from In
dianapolis Military Reserve and WSBA Program Director Otis Morse relayed accounts from the street to byelows of a downtown church where Announcer Harvey Buck added impressions from that vantage point. Army FM receivers had also been in
to armed forces, A and ARMY engineers and tied in with telephone line to station studios under direction of Woodrow G. Eberhert, the director of engineering for WSBA.

Tuesday Morning

Two specific recommendations were offered as immediate objectives. Mr. Woods, ABC president, at the Tuesday morning session said: (1) Approval of the service of clear channel stations without delay; (2) provisions for higher power. He pointed to conditions permitting improvement of program service to "unserved" areas without excessive duplication of service within the area.

Some parts of the U. S. are de
d from reliable service of any kind while other large rural areas are "blanketed at night with deep layers of overlapping signals which merely duplicate one another," he maintained, asserting that one program service (NBC) has as many as 12 signals carrying the same broadcast into one area at night and that, in the case of high-power stations, network affiliation should help substantially to reduce overlapping signals. Of 48 stations capable of rendering skywave service at night, he said 21 are owned or affiliated with NBC, 18 CBS, 4 ABC and 2 Mutual, and 3 are independent.

Under questioning by the Commi

he said the use of the 770 k-

on the standard broadcast band s

in some circumstances and "fou

Tuesday Afternoon

Questioned further, Mr. Ken agreed that the granting of service from one clear channel station to another because of city noise interference would provide no solution if the were not sufficient services available.

He said he did not believe an areas west of Denver receive ex
cessive duplication.

Asked if there is any other reme
dy than increase of power to ar

in areas 150 miles away, he said that insofar as secondary cover age is concerned the areas receive reasonably good service from three stations, increased power, he added, would not solve the reception prob lem in the "fading wall" area in southeast California.

He said the use of the 770 k-

channel by KBO Albuquerque M. N. causes interference in pri

BROADCASTING  •  Telecasting
ABC has taken the lead among networks in sale of time for discussion of controversial issues.

In conclusion, Mr. Samish said ABC has earmarked more than $1,000,000 for experimentation in the program field. It has banned daytime repeats, he said, and is spearheading a drive to give women listeners other types of programs to hear.

Wednesday Morning

Opening testimony Wednesday morning, Frank Stanton, CBS president, proposed that maximum nationwide coverage be obtained by FM networks supplemented by two 1,000,000 w stations providing skywave service at night and perhaps four AM stations operating daytime, to provide coverage for areas not reached by FM outlets. He said each of the four present major networks and additional networks might have such a set-up of owned and affiliated stations, duplicating FM programs over AM outlets to permit maximum selectivity for listeners in all areas.

Mr. Samish opposed a general reallocation of AM channels now as a threat to development of FM. He predicted that within three years, "if licensing policies do not change," 50% of metropolitan radio owners will have FM sets. He said the needs of under-served areas should be met "if it doesn't upset the FM applicant," and that manufacturers have objected to use of 500,000 or 1,000 kw stations to serve areas that could not be reached by FM.

He submitted a map showing a 200-station FM network project by CBS engineers which reaches nearly 90% of the U. S. population. Nighttime coverage for the remaining 10% would be provided by the two proposed high-power AM stations.

Questioned by Mr. Spearman, he said probably would be "something like 10 years" before an FM network of 100-200 stations plus two high-powered standard stations would be economically feasible. As a 10-year time span, he suggested that "substantial coverage" is possible with smaller networks. A hundred FM stations, he said, could serve 74.1% of the national population excluding cities of 10,000 or more which receive a signal of 1,000 microvolts.

Mr. Stanton suggested that the Commission consider a "licensing policy for the future whereby a substantial number of profitable FM stations would be assigned to a single licensee on the condition that the licensee assume the responsibility for operating an unprofitable AM station for the service of remote areas." (The limit now is six per licensee.) "Such an AM station . . . would presumably cannibalize programs of interest throughout the entire area and would be precluded, as a practical matter, from seeking income through local sponsorship."

He agreed that the million-watt stations probably could go into operation before the daytime AM outlets, suggesting that CBS might be able to "make some rearrangement," for example, to permit it to relinquish WTOP Washington's 1500 kc channel for one of the high-powered outlets. He agreed with Mr. Spearman that the best frequencies for the high-power outlets might be in the upper end of the band, but said he would refer to engineers' opinion for the final answer. The lower-power AM stations, he said, should operate in the lower frequencies.

When Mr. Stanton expressed hope that more channels would be added to FM, Chairman Denny said the Commission considers the FM band as final and that manufacturers have been so notified, and that he did not want the industry further "unsettled" regarding FM allocations. This does not mean that there may not be changes five or ten years hence, he said, specifically mentioning CBS television plans. Later he amended his remarks by explaining that he was referring to several reviews of allocations from time to time and that he did not intend to link them with CBS developments. Mr. Stanton quipped that "I'd like the record to show that Columbia did not mention color television first in this proceeding."

Commissioner Durr asked whether development of FM would not be speeded by setting a deadline for a single-licensee to be permitted to operate both AM and FM stations in the same service area. Mr. Stanton said he thought it would, if the deadline were set far enough in the future.

Mr. Stanton referred to the Westinghouse "stratovision" plan (Continued on page 96)
Clear Channel
(Continued from page 95)
as another possible way of providing
service to remote areas. A 20-
plane stratosion network, he said, could serve approximately 65% of
the land area of the U. S. and include 90% of the population.

Wednesday Afternoon
Citing surveys made by Elmo Roper as well as the Bureau of
Agricultural Economics rural atti-
tudes study, Elmo Wilson, CBS re-
search director, testified that the
farmer is “well satisfied” with the
kinds of radio programs he receives.
He said a Roper survey in rural
areas, completed within the last
month, showed farmers rate the
programs furnished them as
“good” or “excellent.”

Mr. Wilson said that the B. A. E.
survey magnifies the importance
of religious programs and market
reports which were not rated so
highly in the Roper study. How-
ever, he conceded that the results
of polls depend on the approach
and that in some types of questions
researchers have not yet learned
how to obtain accurate data.

He said that where the Roper
and B. A. E. survey questions
were identical the results were
similar. When Mr. Denny observed
that this would indicate the B. A.
“did a good job,” he replied he was
not questioning the B. A. E. survey.

He cited Roper findings showing
that only 6% of farm people
sampled indicated a preference for
farm programs after 6 p.m.

Comr. Durr brought out that the
quality of program heard is an im-
portant factor in determining lis-
tener preference for type of pro-
gram.

Technical testimony on the ex-
pectancy of error in sampling sur-
veys was given by Raymond Fras-
sen, statistical consultant for the
Roper organization.

Howard S. Meighan, CBS direc-
tor of station administration, out-
lined the network’s public service
activities with emphasis on pro-
grams made available by WBBM
Chicago to other stations in the
city for such occasions as National
Brotherhood Week.

Questioned by Mr. Spearman, he
said that CBS carries farm pro-
grams on WEEI Boston, regional
outlets owned by the network. When
Mr. Meighan testified that CBS
maintains a special service in Wash-
ington which “tailors” farm news
for the needs of its key stations,
Mr. Spearman brought out that the
network recognizes some differ-
ences among farm listeners in
various areas.

Thursday
Although NBC was scheduled to
present its case on Thursday, the
network offered only one witness.
Charles F. Detmar Jr., counsel,
explained that the major issue in the
proceeding would revolve largely
on determination of engineering
standards and he asked that fur-
ther testimony be deferred until the
sessions beginning July 1.

However, since Acting Chairman
Denny had ruled that the July ses-
sions would take testimony only on
strictly technical matters now be-
ning prepared, Comr. Walker, pre-
siding, asked that NBC present all
other evidence before the current
hearings are concluded. Mr. Det-
mar said he would make every
effort to comply.

H. M. Beville Jr., NBC director of
research, confining his testimony
to the issue relating to program
service to rural listeners, pre-
pared an analysis showing that more
than 21% of the nation’s farms
lie within the 200-mile radius of the
six Class I-A and two Class I-B
stations owned by the net-
work. He added that nearly 30%
of the nation’s rural population
of 57,000,000 live within the 200-
mile radius of NBC’s clear chan-
nel stations.

Mr. Beville said that no other
occupational group receives the
programming attention of NBC as
closely as the rural listener. He pointed
out that the network has employed
a fulltime agricultural director
since its formation in 1928 when
Frank Mullen, now vice president
and general manager, held the
position. He said fulltime farm di-
rectors are maintained by each
NBC owned station.

A statement by the witness that
“NBC was among the first to rec-
ognize the desirability of special
farm programming” was ques-
tioned by Mr. Plotkin who asserted
that FCC records showed WEA F
New York did not carry agricul-
tural programs until 1944. Mr.
Beville commented that until 1942
the network had owned WJZ which
had carried the National Farm and
Home Hour, now back on WEA F.

Concluding his cross-examination,
Mr. Beville said the B. A. E. find-
ings show that on an overall basis
NBC stations serve rural listeners
with programs they need and want.
“Nothing substantial dissatisfaction
either with what they are receiv-
ing, when they receive it or the
amount of any particular kind of
program is indicated in any of the
surveys that have come to our at-
tention,” he declared.

Under questioning by Mr. Spea-
man, he agreed that many of the
farm programs broadcast by NBC
are carried on regional stations. He
said he thought the network claim
a 200-mile radius for WMAQ in a
Mailing advertising.

When the hearings resumed Fr
day morning, Acting Chairmen
Denny announced that remaining
sessions will be conducted by
Comr. Hyde, The Commission wi
not sit again until the end of the
July hearings. Mr. Denny also in-
terated that all testimony, excep-
to which depends on engineer-
ing data not yet available, must
be completed at the current sess-
ions. The July hearings, he emphasis-
will be confined to testimony base-
on engineering evidence.

J. M. Nally, director of exten-
sion service, U. of Missouri, license
of KUOM formerly WLB asked that
daylight educational AM stations
supported by taxpayers be permitted to
their services. He said a noncommer-
cial station operated by a large university
not do a satisfactory job if it
restricted to daytime operation.

The station, now operating wit-
5 kw power on 770 kc, is seek-
increased power.

Dismissed Publication Requests
When he asserted that the sta-
tion is preparing an applica-
tion for 880 kc fulltime (clear chan-
neled by WABC New York) M
Denny pointed out that the Com-
mision has dismissed requests for
duplication of clear channels pen-
ing outcome of the present pro-
nings.

W. I. Griffith, director of WO
Ames, Iowa educational day-
time station on 640 kc operated by the
Iowa State College of Agricultur-
al and Mechanical Arts said the day-
time restriction is “incongruous
as the station has the fewest hour
when the college is in session an-
the greatest amount of program
material is available.

R. B. Hall, WOI program dire-
tor, testified that a survey ma-
by the college established a defini-
t need for evening farm pro-
grams. He cited data showing a 65% at-
firmative response to a question
whether farmers would listen to an
evening farm program.

He said the station had filed 1-
50 kw power on 640 kc with 1 kw night-
time, using directional antennas to
protect KFI Los Angeles but that
the application was dismissed under
Commission policy. He added that
if duplication is authorized under
proper engineering safeguards
“the probabilities are that the lis-
tener, in areas where he does ex-
perience interference in getting the
program of the dominant stations
will be able to listen to the WOI
program over a closer radio sta-
tion of the same network operating on a
different frequency.”

He said the college has filed for
noncommercial FM and television
stations.
Seven Standard Grants Are Made

Two for Puerto Rico Among

New Commission Actions

- BANTs for seven new standard stations, including two for Puerto Rico, were announced by the FCC last Friday.
  - Jose Ramon Quinones, former assistant district attorney for San Juan, now president of Puerto Rico Farm Bureau, was authorized to build a San Juan station to operate on 680 kc fulltime.
  - Jose M. Grillasca, mayor of Ponce, was authorized to use the station at Butte, Mont., with 250 w unlimited.

FCC APPROVAL of sales of WKNE Keene, N. H. for $85,000 before adjustments and of WPRP Ponce, P. R. for $30,000, and assignment of license of KSO Des Moines with no change in control of the station were announced by the Commission last Friday.

FCC designated for hearing the application for consent to assignment of license of KAND, the station at Butte, Mont., from Navaro Broadcasting Assn., to Alto Inc., owned by local businessmen and a group associated with KRLD Dallas and its present organization, Dallas Times Herald Publishing Co. Issues of the hearing were not announced.

For grant of the application, Navarro is equally owned by President J. C. West, who owns 10% of Alto, and Frederich Slauson.

Assignment of license of WPRP from Julio M. Conesa to Voice of Porto Rico Inc. gained approval in FCC's adoption of a decision giving finality to its proposed decision (141), which simultaneously denied the application of Consolidated Broadcasting Corp. for WPRP's 1420 kc frequency in Ponce. Mr. Conesa will now be a 25% stockholder of Voice of Porto Rico, with other 25% interests held by President Andres Grillasca, mayor of Ponce; Felipe Segarras, owner of a dry goods chain in Ponce; Francisco Suson, San Juan attorney.

Basis of Decision

FCC said its decision was based on the fact that "Voice" is locally owned and Consolidated is not, and on a disposition against "latent possibilities" of concentration of control since Ralph Perez Perez, president and principal stockholder of Consolidated, is already associated with two of Puerto Rico's seven stations (WKVM Arecibo and WPRA Mayaguez). In oral argument [Broadcasting, April 22], it was pointed out that Mr. Perry is withdrawing from one of the two stations.

The Commission's action was taken without prejudice to the filing of applications for regional operations by "Voice" and Consolidated. WPRP was continued on temporary license for 90 days pending completion of the assignment.

Wilders Deal

The WKNE sale by Harry C. Wilder and others to J. wph E. Close and associates involves $85,000 plus an agreed margin by which current assets exceed current liabilities at closing date. Mr. Close, owner of Toledo's "Second Chance," a firm in which Mr. Wilder now owns all issued stock and plans to retain control. The station operates on 1460 kc with 5 kw unlimited.

Program Debate

SYDNEY KAYE radio attorney, executive vice president of BMI, and Charles A. Siepmann, consultant to the FCC and author of Radio's "Second Chance," will debate the question "Would Government Supervision Improve Radio Programs?" on May 5 broadcast of CBS People's Platform.
Apostle, New York-Denied petition to amend its application for a new station, so as to specify the frequency 1340 kc instead of 1400 kc; change engineering data, etc. The amendment was accepted and the application remained from the hearing docket.

West Alabama Bestg. Co., Tuscaloosa, Ala.—Granted petition to amend its application for CP so as to specify a new transmitter site, etc., and the amendment was accepted.

Alvin E. Nelson Inc., San Francisco, Calif.—Denied petition for leave to take depositions in re application for CP without prejudice to the right of petitioner to renew its request to take depositions at such time as the Commission reschedules this hearing.

Orang County Bestg. Co., Santa Ana, Calif.—Granted petition to amend its application for CP so as to specify a new DA pattern, etc., and the amendment was accepted.

Midwest Bestg. Co., Mt. Vernon, Ill.—Granted petition for leave to take depositions in re application for CP and to change paragraphs 19 and 19, etc. The amendment was accepted.

Mid-America Bestg. Corp., Louisville, Ky.—Granted petition to amend its application for CP so as to specify a new transmitter site, etc., and the amendment was accepted.

Peoria Bestg. Co., Peoria, Ill.—Granted petition to intervene in the hearing on approval of antenna for station WADC Tallmadge, Ohio—Granted petition to change type of transmitter.

WADC Tallmadge, Ohio—Granted petition to change type of transmitter.

Missionary Society of St. Paul The Apostle, New York—Denied petition to question the Commission, on its own motion, to issue subpoenas for the attendance of certain witnesses at the hearing now scheduled for May 20.

WQRX New York—Granted petition for leave to take depositions in re application for CP and to change the frequency 1020 kc with 1 kw, daytime only, instead of 1560 kc, 1 kw, U; change paragraph 16, etc., the amendment was accepted and the application removed from the hearing docket.

KROW Oakland, Calif.—Granted petition for leave to amend its application for CP so as to specify a new DA pattern, etc., and the amendment was accepted.

Andalusia Bestg. Co., Andalusia, Ala.—Granted petition to amend its application for CP so as to specify a new DA pattern, etc., and the amendment was accepted.

Beaver County Bestg. Corp., Beaver Falls, Pa.—Granted petition to disburse without prejudice its application for CP.

Hirsch Battery and Radio Co., Cape Girardeau, Mo.—Granted petition for continuance of hearing in re application of So. Ill. Bestg. Co., New Athens, Ill., and the amendment was accepted.

Lewis Windmuller, Allentown, Pa.—Granted motion to amend its application for CP so as to specify its application for CP so as to show an increase in the number of employees, the number of stockholders, etc., and the amendment was accepted.

Union City Bestg. Corp. and Radio Co., Cape Girardeau, Mo.—Granted petition to amend its application for CP so as to show an increase in the number of employees, the number of stockholders, etc., and the amendment was accepted.

WIBC Indianapolis, Ind.—Granted petition to amend its application for CP so as to specify a new transmitter site, etc., and the amendment was accepted.

Royal Hoehne and W. E. Hooper, a partnership doing business as L. E. Hooper, New Orleans—Granted in part the request for depositions in re hearing now scheduled for May 14, 1946, to begin May 20, 1946, upon motion of applicant, the Commission ordered the application of Frank L. Gibson, Lake Charles, La., Phones Piscayune Pub., Co., New Orleans, La., dismissed.

WADC Tallmadge, Ohio—Granted petition for leave to amend its application for CP so as to specify a directional antenna for station WOAR, operating on 1230 kc, at Cleveland; change paragraphs, etc., and the amendment was accepted.

WQAR Bestg., Cleveland—Granted petition request to amend application for CP without prejudice application for new FM station.

The Akron Radio Corp., Akron, Ohio—Denied petition to amend its application for new FM station.

By Commissioner Wakefield

Central Kentucky Bestg. Corp., Lexington, Ky.—Ordered that the hearing on application for CP, for approval of antenna, for station WGAR, operating power by direct measurement of antenna power, be continued, and insofar as the amendment was accepted.

By Commissioner Hatcher
Central Kentucky Bestg. Corp., Lexington, Ky.—CP new station 730 kc 250 w directional antenna. Also authority to determine operating power by direct measurement of antenna power.

WJOT Florence, Ala.—Granted petition to amend its application for CP, which authorized a new station, for approval of transmitter to a location near RR Bridge crossing of Tuscaloosa river, and area of antenna. The permittee is granted unconditional authority to determine power, etc., and the amendment was accepted.

WJRA St. Paul, Minn.—Granted petition to amend its application for CP without prejudice for a new station, so as to specify the frequency 1560 kc 1 kw, directional antenna.

AM 1490 kc
Lake Erie Bestg. Corp., Sandusky, Ohio—CP new station 1450 kc 250 w and unlimited hours; AMEND: to change frequency from 1450 to 1140 kc and make changes in vertical antenna.

AM 1490 kc
KBOO Portland, Ore.—CP new station 1490 kc 250 w and unlimited hours; AMEND: to change transmitter site.

FM—Unassigned
Northeast Ohio Bestg. Corp., Lima, Ohio—CP new station 1450 kc 250 w and unlimited hours; AMEND: to change antenna and transmitter site.

WMBC Monro, Miss.—Passed motion of CP for new station, for approval of transmitter and studio locations.

KNEI New Iberia, La.—Granted petition to amend its application for a new station, for approval of studio and transmitter sites.

WUID Lima, Ohio—Grants CP new FM broadcast station, operating power by direct measurement of antenna power, for transmitters and studio locations.

By Commissioner Walker
General Bestg. Corp., Independence, Mo.—Granted petition to change paragraphs, etc., and the motion was approved.

By Commissioner Froman
East Bestg. Co., Inc.—Issued 38 conditions; 4 final grants; 10 designations; four final grants.

FM—Unassigned
WNAK Asheville, N. C.—Granted modification of CP, which authorized a new station, for change in type of transmitter, use, for experimental purposes.

United Detroit Theatres Corporation, Detroit, Mich.—CP new station 1050 kc 1 kw and directional antenna.

Mich.—CP new station 1500 kc 250 w and unlimited hours; AMEND: to change power, etc.

Central Kentucky Bestg. Corp., Lexington, Ky.—CP new station 1340 kc 250 w and unlimited hours; AMEND: to change antenna and directional antenna.

FM—Unassigned
Northeast Ohio Bestg. Corp., Lima, Ohio—CP new station 1450 kc 250 w and unlimited hours; AMEND: to change antenna and transmitter site.

FM—Unassigned
WBGX Gimli, Man. —Passed motion of CP for new station, for approval of antenna, etc., and the amendment was accepted.

By Commissioner Gant
KWKY Louisville, Ky.—CP new station 1350 kc 250 w and unlimited hours; AMEND: to change transmitter and studio locations.

AM 1490 kc
Tri-Cities Bestg. Co., Goose Creek, Tex.—CP new station 1450 kc 250 w and unlimited hours; AMEND: to change transmitter, etc.

AM 1550 kc
WSWM Decatur, Ala.—Granted petition to cover CP which authorized change in power and transmitter site, etc., also authority to determine operating power by direct measurement of antenna power.

AM 1550 kc
WAGS Greenbelt, Md.—Granted petition to cover CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations.

AM 1550 kc
WXML Miami, Fla.—Granted petition to cover CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations.

AM 1550 kc
WBAI New York—Granted petition to cover CP which authorized change in power and transmitter site, etc., also authority to determine operating power by direct measurement of antenna power.
Hearings This Week

**MAYDAY, APRIL 29, Washington, D. C.**

Federal Hearing


- **Radio**
  - AM - 1450 kc
  - AM - 1560 kc
  - AM - 1690 kc
  - AM - 540 kc

**WNOE New Orleans.—Change from 1450 to 1060 kc, increase power from 250 to 500 kw, directional antenna for day and night use, and installation of transmitter for day and night use.**

**KZSA San Antonio, Tex.—CP new station 550 kc 5 kw, directional antenna night; WNXB 1500 kc 1 kw, directional antenna night.**

**KTSA San Antonio, Tex.—**CP new station 550 kc 5 kw, directional antenna night; KKNX 1500 kc 1 kw, directional antenna night.

**BROADCASTING**

**Syndicate Theatre, Inc., Los Angeles-**CP new station 1130 kc 500 w nighttime; Universal Best, Co., Inc., **La Jolla—**CP new station 1130 kc 10 kw, directional antenna.

**KXEX—**Intervenor.

**MONDAY, APRIL 29, Washington, D. C.**

- **Syndicate Theatre, Inc., Los Angeles—**CP new station 1130 kc 500 w nighttime; Universal Best, Co., Inc., **La Jolla—**CP new station 1130 kc 10 kw, directional antenna.

**KXEX—**Intervenor.

- **Public Service Broadcasting Corp., Knoxville, Tenn.—**CP new station 550 kc 1 kw, directional antenna; WPFT 1560 kc 1 kw and Unlimited.-**AMENDED: to change hours of operation from unlimited time to daytime.

**AM - 1450 kc**

- **Cleveland Best, Co.—**CP new metropolitan FM station to be operated on frequency to be assigned in 88 or 108 mc band and coverage of 7,730 mi.

**AM - 540 kc**

- **Public Service Broadcasting Corp., Knoxville, Tenn.—**CP new station 550 kc 1 kw, directional antenna; WPFT 1560 kc 1 kw and Unlimited.-**AMENDED: to change hours of operation from unlimited time to daytime.

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FCC Actions
(Continued from page 98)

APRIL

AM-1240 kc

WCNH Manchester, N. H.—Modification of CP authorizing new standard broadcast station for approval to move transmitter and studio location.—AMENDED: to change frequency from 1490 to 1440 kc.

AM-970 kc

WCSH Portland, Me.—Issue auxiliary transmitter to be operated on 970 kc with non-directional antenna.

Ohio’s Third Market of least cost-affiliate of the American Network.

Ask HEADLEY-REED

WFMJ YOUNGSTOWN, OHIO

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SPED AND INDEPENDENCE
IN WORLD WIDE NEWS COVERAGE

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Rock Island- Moline Davenport
No outside station can compare
with WBFJ for right-at-home
Selling Power!

EMERSON

Pleasure

RICHMOND, COLUMBUS, OHIO

BROADCASTING • Telecasting

Electronics Made Pan Of Development Center

Plans for the construction of a Air Equipment Development Center were announced last week by Maj. Gen. Curtis LeMay, deputy chief of Air Staff for Research and Development. Included in the project for electronic and wave phenomena research will include equipment for testing and developing radio control, telemetering, navigation, radar, location, and homing devices. Laboratories to be established will be equipped with standard electrical, mechanical, optical test instruments with a research program provided for testing on the site and initial construction, and (3) to continue advanced studies for the remaining facilities which will be required over a period of the next five years.

General LeMay recommends that the results of the Center's research be made available to commercial interests as well as to the military. The General suggests that action be taken to (1) select the site, (2) secure funds approximating $600 million dollars for acquisition of the site and initial construction, and (3) to continue advanced studies for the remaining facilities which will be required over a period of the next five years.

KPMC Bakersfield, Calif.—CP increase from 10 kw to 10 kw, to change transmitter location and to change type of antenna and directional system.

AM-1500 kc

KXLI Little Rock, Ark.—License to cover CP as modified which authorized a new standard broadcast station to be authorized to change frequency to 10 kw, direction system.

AM-1400 kc

Panhandle—CP new station 1230 kc 250 w and unlimited hours.

AM-1400 kc

WFTL Orlando, Fla.—CP change from 1400 to 1400 kc and from 1 kw day to 1 kw and night.

AM-1340 kc

Big Sioux Broadcasting Co., Sioux Falls, S. D.—CP new station 1340 kc 250 w and unlimited hours.

AM-1290 kc

The Travelers Insurance Co., Arkansas City, Kan.—CP new station 1280 kc 1 kw and daytime hours.

AM-1400 kc

Milburn H. Stuckwish, Charles F. Bruce, and F. M. Lindsay, Grenada—CP new station 1240 kc 250 w and unlimited hours.

Application Received:

FM-88.5 mc

WWZZ Chicago—CP to specify frequency of antenna, average from 10,000 sq. mi. to 5,000 sq. mi., make change in transmitter, equipment and install new antenna and specify class of station as metropolitan.

Application Dismissed:

Video—68-72 mc

Capitol Bestg. Corp., Madison, Ind.—CP new commercial television station to be operated on channel 47.

AM-1500 kc

Grenada Bestg. Co., Grenada, Miss.—CP new station 1400 kc 250 w and unlimited hours.

AM-1490 kc

Raymond V. Eppel and James E. Murray, Lakewood—CP new station 1490 kc 250 w and unlimited hours.

AM-1500 kc

John Dawe and James A. Neuhoff, Evansville, Ind.—CP new station 1400 kc 250 w and unlimited hours.

AM-1500 kc

KPMC Bakersfield, Calif.—CP increase from 1 kw to 10 kw, install new transmitter and change transmitter location, and make changes in antenna system.

AM-680 kc

WCBB Baltimore—CP to change frequency from 1400 to 1420 kc and from 1 kw to 5 kw and install new transmitter and directional system.

AM-1200 kc

San Juan Bestg. Co., San Juan—CP new station 1190 kc 1 kw and day and night.

AM-241 kc

APRIL

April 21

Annapolis Bestg. Corp., Annapolis, Md.—CP new station 1500 kc 5 kw and daytime hours.

AM-1500 kc

Commonwealth Bestg. Corp., Portland, Me.—CP new station 1590 kc 1 kw and daytime hours.

AM-1310 kc

Northern Allegheny Bestg. Co., Warren, Pa.—CP new station 1510 kc 1 kw and daytime hours.

AM-1450 kc

WJZ Baltimore—CP to change frequency from 1030 to 1020 kc, change power from 50 kw to 10 kw and change type of transmitter.

AM-1500 kc

J. Herbert Hug, Jr., Collins, Colo.—CP new station 1450 kc 250 w and unlimited hours.

Applications Dismissed:

Video—78-84 mc

United Bestg. Co., Columbus, Ohio—CP new commercial television station to be operated on channel 4, 78-84 mc, ESR of 1030 and power of vis: 4 kw (peak) and sur: 2 kw. (Request of attorney.)

Video—84-90 mc

United Bestg. Co., Akron, Ohio—CP new commercial television station to be operated on channel 2, 84-90 mc, ESR of 970 and power of vis: 4 kw (peak) and sur: 2 kw. (Request of attorney.)

AM-1450 kc

J. Herbert Hug, Jr., Collins, Colo.—CP new station 1350 kc 250 w and unlimited hours.

Applications Dismissed for Filing:

AM-1230 kc


AM-1290 kc

Fred Jones and F. W. Hetherington, Calif.—CP new station 1290 kc 1 kw and daytime hours.

AM-1280 kc

Bruce and F. M. Lindsay, Grenada—CP new station 1240 kc 250 w and unlimited hours.

AM-1340 kc

Monona Bestg. Co., Madison, Wis.—CP new station 1340 kc 1 kw and directional antenna for night and unlimited hours—AMENDED: to change directional antenna and daytime hours.

AM-1400 kc

Marion Radio Corp., Marion, Ind.—CP new station 1400 kc 1 kw and day and night—AMENDED: to change type of transmitter.

AM-1500 kc

Gila Bestg. Co., Coolidge, Ariz.—CP new station 1500 kc 1 kw and unlimited time—AMENDED: to change type of antenna and directional system.

AM-1490 kc

James A. Neuhoff, Evansville, Ind.—CP increase from 1 kw to 5 kw, install new transmitter and new directional system.

AM-1490 kc

John Dawe, City, Mo.—CP new station 1490 kc 250 w and unlimited hours.

AM-1600 kc

KXLY Spokane, Wash.—CP new station 1600 kc 1 kw and daytime hours.

AM-1200 kc

David C. Jones, Pa.—d/b as Bryan Bestg. Co., Bryan, Tex.—CP new station 1200 kc 250 w and unlimited hours.

AM-1290 kc

Santana Monica Bestg. Co., Santa Monica—CP new station 1290 kc 1 kw and day and night.

AM-1350 kc

Robert Burdette, San Fernando, Calif.—CP new station 1350 kc 1 kw and daytime hours.

AM-1100 kc

Northern Allegheny Bestg. Co., Warner, Pa.—CP new station 1100 kc 1 kw and daytime hours.
ABC

(Continued from page 15)

etwork, he had reported that half f the $8,000,000 purchase price has been borrowed from a syndicate of New York banks. The loan was for our years at an interest rate of 2 percent per annum [Broadcasting, an, 3, 1944].

Part of the capital raised from he proposed sale of ABC stock will be used, said Mr. Kintner, to retire the bank loans before their ires of maturity. The original $4,-ưới be used, said Mr. Kintner, to the proposed sale of ABC stock
drew York banks. The loan was for een borrowed from a network, he had reported that half

If investment bankers, an allotment any. "For investment bankers, an allotment holding stock in the com-

of shares are held of the stock will be reserved for

Since that time, several top mem-
bers of ABC's management have acquired minor holdings. Chief stockholder is Mr. Noble, who said to have purchased approxi-
mately 75% of the ownership. Mark Woods, president of ABC, Justin Dart, member of the board of first quarter of this year, he pro-
nounced three stations-WJZ KGO

ABC has also acquired one other

WQAN assignment, the local station, KVOC is licensed to

KCTH Now KVOC

KCTH Casper, Wyo., was granted permission by the FCC last Thurs-
day to change call letters to KVOC. A new station, KVOC is licensed to Natrona County Tribune and is assigned 1230 kc with 250 w full-time.

Both Sides

MUTUAL'S Passport to Ro-

Both Sides

L. A. Music Ruling

WITH STATIONS refusing to em-

L. A. Music Ruling

NABET Certified

NATIONAL LABOR Relations Board announced last Wednesday that the National Assn. of Broad-

Heller Decision

GEORGE HELLER was reaffirmed as secretary of AFRA at meetings of union's na-

WCAU Is Honored

PHILADELPHIA Chamber of Commerce and Board of Trade, for reported first time in its history, made presentation to a local sta-

Canada Election Results

A PARLIAMENTARY Committee on Radio Broadcasting is to be appointed at Ottawa shortly after the Easter recess. The committee this year will consist of more opposi-
tion party members than in recent years, forestalling last year's federal election. A new chairman is also expected to be appointed, as Dr. J. J. McNab, former chair-

Proetz Award Judges

EDGAR KOBAK, president, Mu-

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WQAN Assignment

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Canada Election Results

In Radio Group Changes

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WQAN Assignment

WQAN Assignment
Situations Wanted (Cont'd)

Radio Engineers Wanted for Immediate Employment

College degree essential, supplemented by active engineering experience. Salary commensurate with training and experience. Company displays 5-star "E" flag. Is small enough to assure recognition and promotion to qualified men.

Write J. E. Richardson, including summary of training, experience and personal history.

Air-Track Manufacturing Co.

A Division of Aerodynamic Research Corporation

5009 Calvert Road • College Park, Md. • W. Field 9200

Radio Engineers Wanted

College degree essential, supplemented by active engineering experience. Salary commensurate with training and experience. Company displays 5-star "E" flag. Is small enough to assure recognition and promotion to qualified men.

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Ruling Set for Fall On WOKO Renewal

CERTORARI GRANTED FCC BY U. S. SUPREME COURT

WHETHER the Communications Act authorizes the FCC to deny a license renewal solely on the grounds of concealed ownership of minority stock will be determined by the Supreme Court next fall.

The court last Monday granted the Government certiorari in the license revocation of WOKO Albuquerque, N. M., a short time before Chief Justice Harlan Fiske Stone was fatally stricken and escorted from the bench. The case was set for oral argument in the October term.

Because Sam Pickard, former Federal Radio Commissioner and one-time CBS vice-president in charge of station relations, owned a 24% stock interest in WOKO which was not disclosed, the Commission refused to renew the station's license. Dempsey & Koplovitz, Washington law firm that first handled the New Mexico case, won a reversal of the Commission's decision [BROADCASTING, Jan. 28]. In March the FCC filed for writ of certiorari [BROADCASTING, March 25].

FCC Contention

The FCC contended the appeals court erred in holding that the Commission should take into consideration only 13 years of public service, that the court erred in holding the FCC could not deny a license renewal on the ground of false statements, and that the appellate court improperly required the FCC to take into consideration the effect of a denial of an application for renewal of a license upon the value of the property used in operation of the station.

In a reply brief WOKO, through Mr. Gay, requested the appeals court err on the side of granting license renewal on the station determination of WOKO's license. Dempsey & Koplovitz, Washington law firm that first handled the New Mexico case, won a reversal of the Commission's decision [BROADCASTING, Jan. 28]. In March the FCC filed for writ of certiorari [BROADCASTING, March 25].

Mr. Gay

Miss Harris

FARM DISC PROGRAM PLANNED FROM D. C.

Plans for a new transcribed farm program, Agricultural Wave Report, was announced last week by Charles F. Warden, chairman of the Public Relations Commission, Washington, and secretary of the American Public Relations Assn. Designed to attract urban as well as rural listeners, the program will feature dramatizations, interviews and forums in addition to straight news and commentary.

Connie B. Gay, former writer-commentator on the National Farm and Home Hour and Washington correspondent on the Billie Burke show, Fashion and Rations, is resigning his post as assistant to the president of Commodity Credit Corp., U. S. Dept. of Agriculture, to be director of Agricultural Washington. He is former farm program director of WPTF Raleigh, N. C. Bliss Harris, writer and broadcaster and former director of woman's programs of KVOO Tulsa, WLW Cincinnati, and WBAL Baltimore, is director of home activities for the show. Wayne Darrow and Porter Hedges of Farm Reports Inc., editors of Farmletter and other farm news and radio services, are serving as consultants.

Wester in Hollywood

CARL WESTER, head of Carl EMI Leake, Chicago producer of General Mills programs, is in Hollywood to establish West Coast connections. John Taylor, chief daytime radio supervisor of ABC's Dunne-Fitzgerald, New York, has resigned that post to join Carl Wester & Co. on June 10 as executive producer. He will headquarter in Hollywood.

KSWO to MVN

KSWO Lawton, Okla., April 22 became affiliated with Mississippi Valley Network, according to announcement by John Bolter, MVN president. KSWO becomes sixth Oklahoma station to carry MVN's 'Town and Country early morning program.

ZBM to ABC

ZBM Hamilton, Bermuda, May 12 became an ABC affiliated station. Owned by Bermuda Broadcasting Co., and managed by Cole E. Wylie, station operates full time with 250 w on 1240 kc.

Emile Gough Resigns

EMILE GOUGH has resigned from the New York staff of SESAC. He plans extended vacation trip to the West Coast to see his son. Mr. Gough formerly was with Hearst Publications for 20 years, at first as New York manager and later as executive vice president of Hearst Radio, where he assembled and operated 10 stations across the country.

OICA Is to Discontinue Office in San Francisco

OFFICE of International and Cultural Affairs, which for more than four wartime years operated as the Office of War Information, will close its San Francisco office some time after this June 30, when the Pacific thereafter will originate in New York. The OWI, which during the peak years of the war employed 300, now has 390 workers. At least 60 of these, mainly translators and writers, will be dismissed soon.

The status of about 50 aliens working for the agency remains under question. Whether or not they will be deported is a matter for the State Department to decide. Those involved are of Japanese, Chinese, Malayan, Siamese and Indo-Chinese origin. Within three weeks all Japanese language broadcasts in San Francisco, now have 390 workers. At least 60 of these, mainly translators and writers, will be dismissed soon.

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FORM NEW AGENCY

DAVID R. FENWICK, vice president and general manager of Pacific Coast, Los Angeles, has resigned and with Lloyd A. Dunn, former vice president of Rickard & Co., Los Angeles, has formed new advertising agency under name of Dunn-Fenwick. Company is located at 4015 Wilshire Blvd., Los Angeles. In addition to handling its own accounts, new firm will service those of Rickard & Co. on the West Coast.
WCAU Quits Low-Band Video Field

Six Other Television Applications Are Dismissed

NEW IMPETUS was given the CBS campaign for color television last week when WCAU Philadelphia served notice that it is abandoning the low-frequency black-and-white field. Meanwhile, the number of actual drop-outs for all reasons mounted to 39 with the withdrawal of six others.

Dr. Leo Levy, president of WCAU, announced Thursday that the station had petitioned FCC for withdrawal of its application for low-frequency black-and-white television in favor of a new application for high-frequency color, and that it soon will demonstrate CBS full-color video in Philadelphia using coaxial cable to pipe CBS telecasts from New York.

Black-and-White Obsolete?

"Our engineers and executives, closely following development of television from infancy through wartime research, now contend ultra-high-frequency color television has reached a point rendering black-and-white television obsolete. As broadcasters, it is difficult for us to envisage a successful television service in present black-and-white on any substantial scale in face of devastating comparison with the color pictures we have seen," he declared.

Dr. Levy and his brother, Isaac D., own WCAU, a CBS affiliate, and both own stock in CBS and are members of the network's board of directors.

He contended that "from an economic viewpoint, it is possible that low-frequency black-and-white stations, although designated as 'commercial' stations, may never operate at a profit. Low-frequency black-and-white broadcasting may therefore continue throughout its existence as a purely experimental enterprise from a commercial point of view."

"It is our hope," Dr. Levy said, "that as in aural broadcasting, WCAU's organization will be part of a national network. The dramatic and highly successful achievement last week transmitting color television 450 miles by coaxial cable guarantees there can be no delay in providing technical means for foundation of color television networks which, in our opinion, will sweep the field. That's why, without losing any more time, we're swinging to color and making these arrangements to demonstrate the beauty and practicability of color television to the people of Philadelphia."

"CBS has done a magnificent job of development and we intend to start showing fruits of their work as soon as AT&T makes some necessary adjustments on its coaxial cable facilities, which will permit us to pipe CBS programs from New York."

WCAU's withdrawal, added to the six already dismissed last week by the Commission, makes the four low band color applications originally filed the campaign for CBS color and the cost of establishing and operating television stations have been cited in the past as reasons for many of the withdrawals [BROADCASTING, March 25].

Harrisburg Considers Color

One of the six whose applications were dismissed last week, Keystone Broadcasting Corp., Harrisburg, Pa., specifically attributed its withdrawal to a desire to give further consideration to color video prospects. The drop-out leaves no applicant for television at Harrisburg. WHP Harrisburg had applied but withdrew after the two applications had been scheduled for hearing.

The WFIL Philadelphia application was withdrawn with the explanation that the Philadelphia Inquirer, now owner of WFIL, a ready has an application for TV station on file. Nine of the original 11 applicants for the four metropolitan video channels assigned to Philadelphia remain.

Joseph M. Zamoiski Co. was granted dismissal of its Baltimore application, leaving according to FCC sources, only A. S. Abell Co. publisher of the Baltimore Sun remaining out of five original applicants. Zamoiski said its withdrawal was based on changes in conditions. Baltimore has been assigned three channels.

Other voluntary withdrawals an nounced by the Commission included applications of Capitol Broadcasting Corp., Indianapolis; cutting of the number of applicants there to three of the original four and United Broadcasting Co. at Columbus and Akron, Ohio, leaving no video applicants for Akron and only one, the Crosley Corp., for Columbus.

ERNST TELLS FREE FOR NEWS FREEDOM

MAN'S hope for peace depends upon a free flow of thought throughout the world, Morris I. Ernst, attorney and writer, said at a luncheon meeting of the Press and Radio Chapter of the American Veterans Committee April 2 in New York.

Deploring the trend within U. S. toward centralization of radio, the press and motion picture in the control of comparatively few large companies, Mr. Ernst declared this trend was "in the direction of the Marxists." It is, he said "deviation from the grass roots. 'Fewer than 100 corporations through a handful of advertising agencies, can monopolize the air,' he said. "In 100 cities, the only newspaper owns the only radio station."

Mr. Ernst saw danger in governmental domination of the minds of the people through official communications which would regulate the distribution of news and information. The public, he said can be properly informed only through radio, press and other means of communication which actually reflect varied opinions of opinion.

Robert St. John, NBC commen- tator, said he was convinced "the American public is bewildered and hungry for the truth about all sub- jects."

GE Reports Loss

A QUARTERLY dividend of 40 cents a share was paid on common stock last week by General Electric Co., although the company reported a net loss of $13,701,580 (47 cents a share) during the first quarter due to the strike which closed its principal plants for nine of the 13 weeks. President Charles E. Wilson announced Thursday. The first quarter's net loss compared to a $11,762,662 profit a share during the first quarter last year. General Electric Co., New York.

Asbestos Sales

Other voluntary withdrawals an nounced by the Commission included applications of Capitol Broadcasting Corp., Indianapolis; cutting of the number of applicants there to three of the original four and United Broadcasting Co. at Columbus and Akron, Ohio, leaving no video applicants for Akron and only one, the Crosley Corp., for Columbus.

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Milestones in Broadcasting

Standards Bureau Unifies All Radio

Dr. Drellinger Will Head New Research Laboratory

ALL RADIO activities of the Bureau of Standards, except ordnance development, will be merged in a new division to be designated the Central Radio Propagation Laboratory, according to Dr. Edward U. Condon, Director of the Bureau. In charge will be Dr. J. Howard Drellinger, pioneer radio scientist now head of the Radio Section, which is abolished. Dr. Newbern Smith becomes assistant division chief.

Many radio activities of the military services, Carnegie Institution of Washington, FCC and other U.S. agencies, and private industry will be handled in the new laboratory, which will work with the advice and guidance of the Radio Propagation Executive Council.

Emphasis will be placed on ionospheric and tropospheric propagation research. A large part of the existing Radio Section's activities was devoted to the Interservice Radio Propagation Laboratory of the Joint Communications Board, Joint Chiefs of Staff. This laboratory developed research methods for study and forecasting of conditions in the ionosphere based on data obtained from a chain of stations throughout the world.

Wartime Aid

From the findings came predictions of communication conditions as long as three months in advance. These forecasts were widely used during the war by Allied forces, governmental agencies and communication companies. Some of the stations were operated by the Army and Navy and others under contract for the National Defense Research Committee. The Bureau had a station at Sterling, Va.

New sections will be set up to handle basic ionospheric research, basic microwave research, regular propagation services, frequency utilization research, experimental ionospheric research, experimental microwave research, regular propagation measurements, measurement standards, microwave measurement standards.

Joined in 1907

Dr. Drellinger joined the Bureau in 1907 and was named Radio Section chief in 1919. He received his Ph.D. from Princeton U., in 1913 and Sc. D. from George Washington U. in 1925. He is past president of IRE and recipient of its Medal of Honor. He has represented the United States at numerous international radio and telecommunications conferences.

Dr. Smith is a graduate of U. of Pennsylvania with Ph.D. and has achieved wide recognition for his work on determination of radio propagation conditions from ionosphere data.

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WMT Plow-Fest

CROWD of 10,000-15,000 persons was expected to witness National Corn Plowing Contest, April 27, sponsored by WMT Cedar Rapids, Iowa, in cooperation with the Benton County Farm Bureau. Tying in with Corn Boxer Control Week, sponsored by Iowa Agricultural Extension Service, contest presented awards totaling $1,000.

COHEN ACTING CHIEF OF CARRIER DIVISION

HAROLD J. COHEN, chief rate counsel of the FCC, has been named acting assistant general counsel in charge of the Law Dept.'s Common Carrier Division, the Commission announced last week. The appointment followed selection of Benedict P. Cottone, former assistant general counsel, to be acting general counsel when Rosel H. Hyde was advanced to a commissionership [BROADCASTING, April 22].

Mr. Cohen's appointment was announced in a memorandum, released by the FCC, from Mr. Cottone to FCC staff executives and members of the Common Carrier Division. The memorandum, dated April 18, was released April 24.

A native of Indianapolis, Mr. Cohen, 33, first served with the FCC on the special telephone investigation staff from 1936-38, then was employed in the general counsel's office, Railroad Retirement Board, from 1938-41. He returned to the FCC in 1941 and has served in the Common Carrier Division since that time except for 13 months in the Navy in 1944-45, during which time he was in Navy Radio Technical Training. Upon discharge from the Navy as a seaman first class in June 1945 he returned to the FCC. He has been chief rate counsel since 1944.

Mr. Cohen was graduated from Harvard College in 1932 and Harvard Law School in 1935. He married Rena Alpert of New York City in 1937. They have two children, Diana, 4, and Andrew, 2.

WTSB Opens May 1

WTSB Lumberton, N.C., a new fulltime 250 w station on 1340 kc expects to begin a regular broadcast schedule on or about May 1. Station is owned by Robeson Broad- casting Corp., with Dr. E. L. Bow- man, president; J. A. Sharpe, vice president; Jack Pait, vice president; O. C. Norment, secretary-treasurer. Paul Moyle, formerly of WFNC, is general manager, WCN C Elizabeth City, N.C., is general manager. Francis Elliott, who was with WAAT Newark and WPTF Raleigh, is program director. Wil liam P. Rogers, former engineer with WCN C, is chief engineer. WTSB will be a Mutual affiliate.
At Deadline...

MICHAEL R. HANNA ELECTED NAB 2D DISTRICT DIRECTOR

MICHAEL R. HANNA, general manager of WOR-AM, was elected NAB director representing District 2 Friday afternoon at the concluding session of district's two-day meeting in New York (story on page 20). Kolin Hager, WGY Schenectady, refused to be a candidate for reelection. Group adopted three resolutions, challenging FCC's "unwarranted assumption of authority" over programming in issuing Blue Book and authorizing NAB to take whatever action is necessary to combat this threat to freedom of speech; pledging greater support of BMI by more use of BMI music in program schedules; lauding successful completion of Justin Miller's first six months as NAB president.

Commenting on Lea Act and its probable results, Mr. Miller said Joseph Padway, AFM counsel, had told him the union would go after advertisers and agencies whom they consider outside the province of the act, and that subsequently Mr. Padway had announced union's intention to test act's constitutionality.

TELFORD TAYLOR, FCC general counsel on leave to Army, Friday confirmed by Senate to be brigadier general. He will succeed Supreme Court Justice Robert H. Jackson as chief of prosecution in Nazi war trials at Nuremberg.

Closed Circuit

(Continued from page 1)


WARTIME rule of FCC, 91-C, by which stations have been allowed to use restricted technical personnel, likely will be modified or killed. Latter course would not be surprising since schedule of technical operators, acute during war, has since Union accepted 91-C when they couldn't supply operators, but now object to use of restricted and combination personnel.

TWO LOCAL station men may cover "Crossroads" along network's newscasts. They are Austin Fenger, News Editor of KSFO San Francisco and A. J. Mosby, owner of KGVO Missoula, Mont.

WITH EYE toward development of television, Bambergner (WOR) has assigned another bright young man to study visual art. Dave Djasiol, director of news and special events, will double in brass, as Bambergner whips into shape plans for new Washington television outlet. To relieve Driscoll of some of news load, Bob Wood, erstwhile CBS Washington news chief, has been retained as news manager (see story page 30).

RADIO'S plea for relief from crippling costs of Civilian Production Administration slated for high-level consideration this week. Though CPA still flounders in organizational details of building order Washington headquarters lends sympathetic ear to projects with national service aspect, especially when small quantities of critical materials are involved.

AFM GETS INCREASE

NEW CONTRACT providing total wage increase of $2,980,000 a year signed by American Federation of Musicians and eight motion picture companies late Friday. James Caesar Petrillo, AFM president, said union obtained wage boost of 33.5% instead of 100% originally demanded. Contract is retroactive to April 1, specifies two weeks vacation with pay for employees of eight major companies. Vacations not provided in former contracts.

FOLLOWING Friday meeting of Radio Committee of American Civil Liberties Union with an advisory committee from broadcasting industry, Roger Baldwin, ACLU president, issued a statement "endorising in general" FCC Blue Book report, which will be considered by ACLU board at a meeting today.

MILLER VS. SIEPMANN

BLUE BOOK battle royal was waged Friday afternoon at NAB 24 District meeting when President Justin Miller parried points raised by Charles A. Siefmann, Blue Book author, and shot back series of telling blows. Mr. Siefmann said broadcasters misunderstood FCC, which "always acts in default of action on the part of the industry." They now have yardstick of what FCC expects, he said.

Mr. Miller said any American institution could be indicted if one-sided picture were given; that no court would ever accept such a one-sided report; that FCC has misrepresented opportunities radio offers man with $8,000 or $10,000 and if many of them take Blue Book seriously there will be needed. Mr. Siefmann said he expected reasonable radio man to comply with reasonable regulations.

Discussion was launched by Bruce Robertson, New York editor of Broadcast.

FCC MAKES FINAL DECISIONS ON WASHINGTON VIDEO

ORIGINAL proposals of channel assignments for Washington television stations made final by FCC in decision late Friday. Commission granted channel 4 to NBC, channel 5 to All B. Du Mont Labs., channel 7 to Evening Star (WMAL), and channel 8 to Bambergner Broadcasting Service (WOR).

Lower channels were given NBC and Du Mont, Commission said, to enable television operations in Washington as soon as possible. Both companies, it pointed out, were in position to start early as they have transmitting equipment for the channels assigned.

Denying argument of Evening Star, who produced programming, that receivers for low channels will be available earlier than for higher channels, Commission expressed opinion that sets for all television stations will be on market at about the same time.

SPONSOR FULL BALL SCHEDULE

MARKING first time complete home and away schedules of a major league baseball club have been broadcast on a remote basis, Willard Schroeder, WINS New York general manager, completed arrangements with Larry MacPhail president of New York Yankees, Sportscaster Mel Alman and Radio Adinkra Service, to send sportscasters to all other seven American League parks for play-by-play description under sponsorship of General Cigar Co., New York (White Owl cigars) and Pabst Sales Co. Chicago (Blue Ribbon beer).

NEW NEILSEN AUDIMETER

NEW type of Audimeter to measure AM, F.

DIATHERMY CONFERENCE

ENGINEERING conference to discuss proposed standards for diathermy was called Friday FCC for 10 a.m., May 9. George P. Adair, FCC chief engineer, will preside. FCC has all rated 13.66 mc, 27.32 mc and 40.98 mc for diathermy. FCC also announced Board of War Committee to give channel orders, developing registration of diathermy equipment.

EDWARD M. KIRBY, public relations consultant and former head of Army Bureau of Public Relations Radio Branch, on Thursday, became father of a girl, his second daughter. Baby born at Washington's Doctors Hospital.

Shortwave Stations Returned to Lemmon

WALTER S. LEMMON, president of WRUL Boston and four other international shortwave outlets owned by World Wide Broadcasting Corp., Friday won his fight for return of stations when Board of War Communications rescinded Order 24, adopted Nov. 4, 1942, seizing WRUL WRRS WRRU [Broadcasting, Nov. 16]. WRUA and WRUX subsequently were placed in operation.

Mr. Lemmon had petioned State Dept. for return of stations [Broadcasting, March 18]. Last week he announced he had petitioned BWC for immediate release of stations from Government control. According to State Dept. officials, however, Government still has contract with World Wide Foundation to operate stations until June 30.

When Government asked for shortwave outlets after outbreak of war, all licensees made voluntary agreements except World Wide. After African liberation move, BWC adopted Order 24, closing stations effective at 3:38 p.m. Nov. 5, 1942, immediately ordered stations turned over to OIAA.

Later Mr. Lemmon entered into voluntary agreement with OWI, pre-dating agreement to become effective prior to seizure order, according to State Dept. officials who said Friday that BWC is dealing only with NBC, Grosby, BWC, General Electric, Associated Broadcasters and Westinghouse—have volunteered to extend agreement for Government programming beyond June 30.

FCC Commr. E. K. Jett, member of BWC, said revocation of Order 24 means that WRUL and sister stations revert to prewar status, subject to peacetime regulatory measures c FCC. World Wide licenses expire June 30.

BROADCASTING • Telecasting
Supplementing 16 years of CBS "School of the Air", KMBC's own "Schoolhouse Series" of five quarter-hours weekly!

Successor to KMBC's award-winning "White Car" traffic safety series, "On the Scene" heard in Class A time!

KMBC's "Big Brother Club" of over 30,000 youths meets Mondays through Fridays — fostering good citizenship!

Station with its full-time sports authority makes play-by-play remotes of highlight events throughout the region!

Ten daily newscasts originate from KMBC by qualified newsmen (all Journalism graduates) with A. P. and U. P. wire services!

Farmcasts direct from KMBC's own "Service Farms" and marketcasts from studios in Kansas City livestock building!

Middlewest's top radio-stage show, "Brush Creek Follies", now in 9th successful season of Saturday night hoe-downs!

Graduate home economist acts as "Food Scout" and conductor of KMBC's "Happy Kitchen"—pioneer radio food programs!

Legislators present viewpoints on "Open Hearing", successor to "Congress Speaks", both carried by KMBC in the Heart of America!

Farm programming in Class A time — "County Neighbor" brings farm experts and typical farmers to pass on their know-how!

Inquiring thought furthered by KMBC's own Sunday round table with over 1000 heard from all walks of life in past seven years.

"People's Platform", since its inception, has occupied preferred time and contributed strongly to KMBC's survey leadership.

We'd say!) serving in the public interest.

KMBC
OF KANSAS CITY
SINCE 1928 — THE BASIC CBS STATION FOR MISSOURI AND KANSAS
WKY has everything...